

CHRIS CRUZ

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EXPERIENCE

Freelance Art Director/Design Lead

Art Director/Design Lead – Apr 2016–Present

Agencies include: Prolific Interactive, Elephant, R/GA, Havas, Mullen Lowe Profero, & Matte Black Studios

Harry's

Digital Designer – Dec 2015–Apr 2016

Main duties include maintaining design system, concepting, wireframing, prototyping, and user-testing (to improve retention & conversion).

Critical Mass

Designer – Aug 2014–Sep 2015

Main duties included conceptual & functional UI work—but also did prototyping, UI animations, and brand identity design.

BBH – Domani Studios

Interactive Art Director – Jun 2016–May 2017

Lead art direction & web design for interactive, digital experiences, products, and platforms.

Matte Black Studios

Design Lead – May 2012–Sep 2015

Lead art direction, web design, and UX on various clients with projects ranging from site overhauls to company branding to environmental design.

SapientRazorfish

Jr. Designer – May 2013–Aug 2014

Assist my teams with web design, typography, and strategic needs.

EXPERTISE

Creative Direction
Design & Typography
UX, IxD, IA, XD
Motion & Animation
Front-End

SOFTWARE

Sketch
PS, AI, INDD, AFX
Principle, Framer, etc.
Misc. Illustration Programs
Abstract/Git