

CRYSTAL ROSE HURLBERT

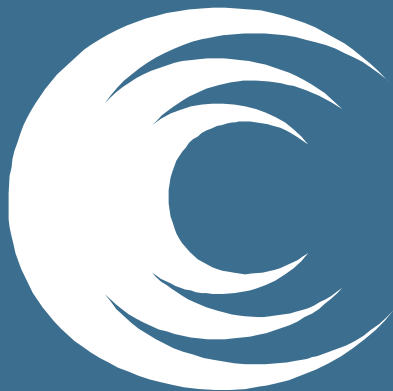
567 Gail Street
Greenfield Park, Quebec J4V 2E8
☎ 514 945-7487
✉ crystalroseh@gmail.com



PORTFOLIO:

www.behance.net/crystalroseh

BILINGUAL



SUMMARY OF QUALIFICATIONS

Graphic Designer with over 10 years experience creating various promotional pieces such as emails, ads, webpages, flyers and business cards. Graphic Design Diploma. Developed extensive technical software knowledge, strong organizational abilities and excellent interpersonal skills. Recognized as being creative, energetic and a fast learner.

TECHNICAL PROFICIENCIES

Adobe CS5

- Photoshop
- Dreamweaver
- Flash
- Illustrator
- InDesign
- Bridge

MS Office

- Word
- Excel
- PowerPoint

Programming

- HTML
- CSS
- Javascript
- jQuery

EXPERIENCE

Web Graphic Designer

2013–to date

Société TRADER, Montreal, Quebec

- Coordination and dispatching of creative projects as well as meeting with clients and representatives to specify the needs of the project
- Design artwork for various automotive clients across different channels such as the front-end of websites, landing pages, and display ads
- Worked alongside integrator to provide solutions for client's vision
- Coordinated a project with LesPAC partner for our display ads to ensure all running ads were resized for their redesign
- Took the lead on various projects and saw them through with precision

Lead Graphic Designer / Marketing Coordinator

2012

ProprioConnexion, Montreal, Quebec

- Rebranded website & redesigned company logo for an updated look
- Conceptualized artwork for website & ensure brand consistency across different channels such as the website, e-mail campaigns, print campaigns, social media sites & display ads
- Gathered information about various mobile apps in order to develop wireframe & design for the app
- Tested the application from build files & relayed the bugs to external developers
- Created display ads & managed affiliate services across different accounts based on marketing campaigns
- Managed emails marketing from designing the email artwork to managing the email campaigns & lists in MailChimp software
- Participated in brainstorming meeting to discuss branding strategies about discuss products & features on the site

Senior Web Graphic Designer

2008-2011

Reitmans (Canada) Limited, Montreal, Quebec

- Designed front-end artwork for 3 different brands based on promotions
- Provided workarounds for limitations on eCommerce platform
- Created display ads in Flash Limited to 40k file size for our affiliates based on marketing campaigns, as well as creative artworks for social media sites
- Produced promotional emails in CSM RightNow software
- Researched various competitors' brands to get inspired from other practices & trends
- Conceived artwork for brands across different channels such as the front-end of website, e-mail campaigns, social media & display ads

CRYSTAL ROSE HURLBERT

567 Gail Street
Greenfield Park, Quebec J4V 2E8
☎ 514 945-7487
✉ crystalroseh@gmail.com

🌟 **PORTFOLIO:**
www.behance.net/crystalroseh

BILINGUAL



EXPERIENCE (continued)

Graphic Designer

2004–to date

Self-employed, Greenfield Park, Quebec

- Designed business cards, presentations, flyers & developed websites to meet clients' individual needs including non-profit organizations
- Google ad words campaigns

Teacher / Trainer

2008

Synox Formation, Montreal, Quebec

- Assisted students, businesses & groups in graphic design, advertising, multimedia software & web-advanced technologies

ACHIEVEMENTS

- Promoted from Web Graphic Designer to a senior position in recognition of my ability to go above and beyond regular job tasks, thus maximizing full use of my technical abilities.
- Selected to act as a Consultant for different business aspects such as social media, design standards and trends, and best practices based on my capacities and web knowledge.
- Organized the Yule Craft Fair for the Concordia University community association by setting-up venue, helping vendors with various needs, and promoting the event.

EDUCATION

Digital Photography

2011

Dawson College Centre for Training & Development, Montreal

Flash II

2011

Concordia Centre for Continuing Education, Montreal

DEC in Publication Design and Management

2005

Champlain Regional College, Saint-Lambert