

Crystal Folkes

Senior UX/UI Designer

CONTACT

ON THE WEB

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SKILLS

ABILITIES

UX/UI, Branding, Illustration,
Accessibility Design, HTML/CSS,
Animation, Prototyping, A/B
Testing, Public Speaking

TOOLS

Sketch, Invision, Abstract, Adobe
XD, Figma, Photoshop, Illustrator,
After Effects, InDesign, Procreate,
Confluence, Microsoft Office,
Keynote, G Suite

VOLUNTEER

UPLIFT

Co-Founder, UX/UI Designer
2020 – *Current*

NATIONAL PARK SERVICE

UX/UI Designer • 2020

DESIGNATHON

Digital Designer • 2019, 2018

VERIZON

Designer • 2018, 2019

EDUCATION

BFA COMMUNICATION DESIGN,

Kutztown University of
Pennsylvania
Aug 2012 – May 2016

EXPERIENCE

SR. UX/UI DESIGNER,

Aug 2019 – *Current*

Comcast Business • Philadelphia, Pennsylvania

Creating and maintaining customer-facing adaptive E-commerce experience. Participate in A/B testing to launch data driven user-centered design. Partnering with Sales team to run promotions and marketing throughout the site to accelerate sales numbers. Mentoring team members and initiating cross team collaboration to maintain a holistic user journey. Supporting Development and Content Management teams from staging to production.

DIGITAL DESIGNER,

Oct 2018 – Aug 2019

Jefferson University & Hospital • Philadelphia, Pennsylvania

Evolving the brand and marketing collateral for the R&D extended reality team. Manage logistics of the XR Lab's booth at SXSW. Develop look and feel of XR products. Assisting video production team by creating motion graphics for branded video content.

DIGITAL DESIGNER,

Apr 2017 – Oct 2018

Hanlon Creative • Lansdale, Pennsylvania

Create responsive web designs for clients such as Amerisourcebergen and ECI Consulting. Implement a new design process used for web design projects. Responsible for daily branded marketing materials and file-prep for printing.

DIGITAL DESIGNER,

Apr 2017 – *Current*

Freelance • Remote

Meeting and presenting with clients in person or remotely. Gauging scope of projects, as well as managing timing. Providing design strategies in the interest of their brand and their audience.

VISUAL DESIGNER,

Aug 2016 – Apr 2017

MCS Industries • Easton, Pennsylvania

Create engaging package and pallet display graphics for major retailers. Refreshing layouts for frame facepapers. Conceptualize designs and brand direction for innovative products.

GRAPHIC DESIGNER,

May 2014 – May 2016

OSI Kutztown University • Kutztown, Pennsylvania

Design posters, T-shirts, logos, and graphics for Kutztown University student events. Increased event awareness by implementing Instagram as an advertising tool.

DESIGN INTERN,

Fall 2015

Lehigh Mining & Navigation • Bethlehem, Pennsylvania

Execute graphics and layouts for both print and web material. Launch a newsletter redesign for B. Braun Medical Inc.

