



# CRYSTAL FOLKES

graphics & interactive

## EDUCATION

*Kutztown University of Pennsylvania | Kutztown, PA*  
B.F.A. in Communication Design  
Concentration in Graphic and Interactive Design  
May 2016 - Magna Cum Laude

## DESIGN EXPERIENCE

*Office of Student Involvement | Kutztown, PA*  
Graphic Designer • 2014 – 2016

- Design full color posters, T-shirts, logos, and graphics for Kutztown University events
- Implement social media (Instagram) in advertising efforts to reach over 250 followers

*Lehigh Mining & Navigation | Bethlehem, PA*  
Design Intern • 2015

- Created graphics and layouts for both print and web material
- Attended on and off-site client meetings
- Created print comps and web mockups
- Designed and brainstormed for large companies

*Lehigh Valley Hack-A-Thon | Allentown, PA*  
Designer & Front-end Developer • April 2015

- Conceptualized a social media platform for students
- Lead creative team, as well as created designs and developed user interface

*Design RX | Kutztown, PA*  
Graphic Designer • April 2015, February 2016

- Established an identity for Emily Thaler Handcrafted Jewelry and Corrine Kula Ceramics
- Collaborated with a partner to design logo and stationery

*Design-A-Thon | Kutztown, PA*  
Designer & Coder • March 2014, 2015, 2016

- A 24 hour collaborative design project for a local non-profit organization
- Designed rack cards and poster using hand-lettering and illustration

## WORK EXPERIENCE

*Kutztown University Phone-A-Thon | Kutztown, PA*  
Caller • 2014

- Contacted Kutztown University Alumni with university updates
- Raised money for Kutztown University Scholarship Funds
- Documented and logged caller feedback

*Saw Creek Ski Hill | Bushkill, PA*  
Ski Instructor and Boot Technician • 2011 – 2013

- Instructed individuals and groups with structured lessons using techniques based on their skill levels
- Greeted and assisted customers with snowboarding and ski equipment

## AWARDS & HONORS

*Graphic & Interactive Award | Kutztown, PA*  
Nominated • 2016

- Selected students of the graduated class are nominated as outstanding designer of their concentration

*Lehigh Valley Hack-A-Thon | Allentown, PA*  
3rd Place • 2015

- Awarded third place for concept and execution of social media platform for students

*Kutztown University Homecoming Logo | Kutztown, PA*  
1st Winner • 2015, 2016

- Winner of Kutztown University Alumni Center 150 year Homecoming Logo

*Collab Design Competition | Philadelphia, PA*  
Finalist • 2014

- A table design competition with strict criteria and over other 180 submissions
- Finalist's designs were displayed in the Philadelphia Museum of Art

*Who's Who Among Students | Kutztown, PA*  
Honoree • 2015

- A national honor given to students for their academic and extracurricular achievements

*Dean's List | Kutztown, PA • 2014, 2015, 2016*  
*Morning Call Scholarship | Allentown, PA • 2014*  
*Madison Law Art Scholarship | Bushkill, PA • 2012*

## SKILLS

- Strong conceptual thinker
- Works diligently to make deadlines
- Pop culture enthusiast
- Hand-lettering and Illustration
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, & Dreamweaver)
- Comprehension of HTML, CSS, SCSS, Javascript & jQuery
- iWork/Microsoft Office
- Working knowledge of After Effects

## VOLUNTEER EXPERIENCE

*Font Fellows | Kutztown, PA • 2015*

- Mentor underclass design student, assisting with homework, and teaching the programs

*Ujima Conference | Kutztown, PA • 2014, 2015*

- Designed posters and event programs for the Multicultural Center's annual conference at Kutztown University

*MLK Day of Service | Kutztown, PA • 2014*

- Created illustrations for sick children in hospitals and wrote a letter to a military workers

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