

# CRYSTAL CLARK



## EXPERIENCE

**Design Consultant** *September 2015 - Current*  
Salesforce, San Francisco, CA

- Lead creative assessments of client emails, branding and current process to design and deliver a customized modular email framework system that fits seamlessly with the client brand, streamlines production efficiency for designer and production teams and boosts subscriber engagement.
- Explore email modular framework and creative campaign design concepts via rapidly created sketches, wireframes, mockups and prototypes.
- Code, test and troubleshoot modular email frameworks from concept to completion utilizing HTML and CSS.
- Work closely with fellow designers, developers, copywriters, marketing managers, strategy, QA and project management teams to create email campaigns using the Salesforce Marketing Cloud platform.
- Lead and conduct research on the latest email design, development, compliance and deliverability industry news.
- Prepare and deliver presentations to internal Salesforce designers and clients on the impact of changes in the email industry on current and future email campaigns and modular framework systems, then consult on next steps to ensure little-to-no disruption to current processes and rendering.
- Prepare and deliver presentations to internal Salesforce designers and clients on email design and development best practices.
- Deliver easy-to-use documentation, code snippets and email design libraries for enterprise Salesforce Marketing Cloud clients.
- Facilitate internal and cross-functional debates to improve email creative and production process or execution when needed.
- Thrive in a fast-paced environment with multiple projects and apply strong time management, high attention to detail, excellent organization and a positive attitude on constrained timelines.

**Production Consultant** *January 2014 - September 2015*  
Salesforce, San Francisco, CA

- Managed preparation and editing of PSD files for daily email campaigns including slicing, resizing and image optimization.
- Built email campaigns via a base template and a modular email framework library.
- Leveraged HTML, media queries and inline CSS when additional design customization was required for campaigns.
- Leveraged the proprietary language AMPscript to enable dynamic sends, set subscriber personalization and to add efficiency for production workflow.
- Managed first round of preliminary testing for each email campaign including code validation, content accuracy and rendering across multiple browsers and email clients.
- Troubleshooted and found solutions if any errors were found during testing.
- Organized and prioritizes multiple projects and deadlines with efficiency.
- Managed training of new team members as needed.



www.creativebycrystal.com



creativebycrystal@gmail.com



Please email for information



Please email for information

## SKILLS

- HTML
- CSS
- Basic JavaScript
- Balsamiq
- Quip
- Litmus
- Testing and QA
- Video editing
- Photoshop
- Illustrator
- InDesign
- InVision
- Sketch
- iOS and Android
- Motion graphics
- Self-starter

## EDUCATION

Bachelor of Arts in Art, Option: Multimedia  
California State University - East Bay  
Hayward, CA

Associate of Science in Graphic Design  
Platt College  
San Diego, CA

Completed additional course studies at SFSU Extended Campus including Mobile Web UX/UI Design

## RECOGNITION

- Dean's List at CSU East Bay - 3.909 GPA
- Recipient of full scholarship for Associate of Science in Graphic Design at Platt College.

## PERSONAL INTERESTS

- Art
- Blogging
- Geek fashion
- Comics
- Cosplay
- Film
- Soy lattes
- Drawing
- Video games
- Game of Thrones
- Sci-Fi
- Travel
- Baking
- Fitness