

Creative & Design Director

Chrystian von Schoettler

CHRYZ

📍 Miami, FL USA

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Passionate and experienced Creative and Design Director with a proven track record of successfully leading, managing, and taking creative responsibility for client design projects, overseeing all visual aspects in fast-paced settings.

20 years of experience in creative strategy and direction working across Digital, Print and Packaging.

Excellent organizational skills, teamwork attitude, an eye for detail and always offering design solutions for marketing environments.

Education

Master's Degree in Web Design

CDD Institute,
Caracas - Venezuela, 2004 - 2005

Bachelor in Arts - Graphic Design

Valencia Design Institute,
Valencia - Venezuela, 2001 - 2004

Abilities

Tools

Adobe Suite - Figma - Procreate - Word-press - Elementor - Shopify - Animate - Notion - Klaviyo - Wacom

Skills

Branding and Identity Design, Logo Design, Packaging Design, Illustration, Digital Marketing, Lettering, Typography, Newsletter Design, Web Design, Web Development, HTML/CSS and Social Media Assets

Languages

Spanish (*Native*)

English (*bilingual proficiency*)

German (*Limited working proficiency*)



Senior Designer - Bakerly

Miami, FL - July 2018 - Present.

- **Design direction** of all aspects of brand identity, packaging innovation, marketing assets, and sales communications.
- **Manager** of the in-house design team, developing all product packaging, in-store merchandising tools, and online assets from concept to production.
- **Create, execute and manage** all design for digital marketing campaigns and all product innovation.

Design Director - Buddyfruits

Miami, FL - February 2012 - June 2018

- **Design Direction** and quality control of design, printing, and the creation of mechanicals, prepress, and file release.
- **Creative direction** for original designs for product packaging, in-store, newspaper and magazine ads, social media assets, and product catalogs.
- + *More work experience upon request.*