


Design Director

Chrystian von Schoettler

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 chryz.com

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 Miami, FL USA

Passionate and experienced 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 all marketing channels.

Work Experience

Senior Designer – Bakerly

Miami, FL – July 2018 – Present.

- In charge of the **design** all aspects of brand identity, packaging, merchandising tools, 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.
- **Designer** of digital marketing campaigns for product launch, and all product innovation.
- **Designer** of the e-commerce site and newsletter channel.

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.*

Portfolio

www.chryz.com

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 – Procreate – Wordpress – Elementor – Shopify – Animate – Klaviyo

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 Digital Assets and content.

Languages

Spanish (*Native*)
English (*Bilingual Proficiency*)
German (*Intermediate*)