

IDRISS CROWDER

GRAPHIC DESIGNER & CONTENT CREATOR

IDRISS DAKAR DESIGN

03.13 TO PRESENT · NEW YORK CITY

Creative Director & Design Lead

- › Produced an array of design work from print to web (banners/posters, collages, video, social media posts & memorial work)
- › Designed/produced digital magazine issues for MMA and Basketball
- › Produced/developed e-comm site, packaging, shop window wraps, animated GIFs, e-newsletters, and menus for gourmet bakery

CITI TRENDS ★

09.20 TO 04.22 · NEW YORK CITY (MOSTLY REMOTE)

Senior Graphic Designer

- › Managed/produced work as sole full-time lead designer for marketing team — general design duties, creative direction, brainstorming & moodboards, holiday creative, training and collabs with webmaster, other designers, copywriters, other depts and third-party services
- › Maintained/refreshed responsive WordPress e-comm website, producing landings, special event pages and fulfilling seasonal requests
- › Produced/maintained e-mail marketing blasts
- › Co-produced/co-directed monthly photo shoots for apparel/non-apparel products, e.g. home goods, furniture, tech, food and more
- › Created internal/external presentations and communications for a variety of needs from financial earning reports, to town hall events, to store planning, to employee- and customer-facing in-store messaging
- › Produced/maintained monthly social media content (calendar, posts, profile updates), digital ads and in-store/outdoor signage
- › Produced brand identity assets, seasonal/internal campaign & initiative lockups and logos, and assisted with store event planning & setup

MACY'S

01.14 TO 09.17 · NEW YORK CITY

Senior Social Media Web Designer

- › Designed posts for official social media channels on Pinterest, tumblr, Facebook & Twitter, curating content based on trends, events, holidays and inspiration from Macy's and its affiliated brands
- › Produced/staged/published WordPress blogs, and maintained main page as lead designer for Macy's official blog
- › Designed microsites for social media campaigns & contests
- › Worked with teams of directors, copywriters, managers, photographers and a strategy team to produce requests from multiple departments

CONDÉ NAST DIGITAL

04.10 TO 02.13 · NEW YORK CITY

Web & Interactive Designer

- › Designed/produced mobile apps and content for digital magazines including monthly/special edition issues for mobile apps
- › Managed/produced multiple design projects daily for sites/mobile
- › Worked in collaboration with design, tech, and editorial teams to produce website refreshes/redesigns and maintained content for brands — most often working with Glamour, GQ, Details, WWD, STYLE.COM, Arch Digest, SELF, Bon Appétit, Concierge, Traveler

SIITE INTERACTIVE

08.08 TO 03.09 · NEW YORK CITY

Senior Designer

- › Designed/produced/maintained websites, apps, and animations (Flash & After Effects, keyframing, Illustrator, Photoshop, HTML/CSS)
- › Collaborated with a team of PMs, IAs, designers, and programmers
- › Produced work for diverse clientele: Lee Jeans, Oprah, Martha Stewart, Hearst, GNC, TED, Turner Construction

STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

Bachelor of Fine Arts in Graphic Design, 2007

SKILLS · Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, Premiere Pro), Front-End Dev (HTML/CSS/XML), Microsoft Office, Bookmaking, Brand & Identity Work

ROLES · Design Lead, Production Assistant, Producer, Creative Director, Copywriter, Social Media Designer, Community Outreach, Concept Artist

PREFERRED FOCUS · Sustainability, Social Awareness

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VISIT **IDRISS.ONLINE**

