

CHRISTYAN DE LA CRUZ

GRAPHIC DESIGNER

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PROFESSIONAL PROFILE

Passionate and detail-oriented graphic designer with a strong academic foundation from DePaul University and industry-driven expertise. Skilled in effective visual communication, I blend design sensibilities with practical experience. Certified in UX Design by Google, I specialize in creating beautiful, intuitive interfaces while seamlessly merging theory with hands-on design practice.

WORK EXPERIENCE

FASTSIGNS | Lead Graphic Designer

February 2024 - Present

- Creative, detail-oriented Graphic Designer with experience at FASTSIGNS
- Proficient in Adobe Illustrator, Photoshop, Figma, and Adobe XD
- Portfolio includes innovative sign designs for diverse clients, including large corporations
- Managed full design process, from concept creation to client guideline adherence
- Developed impactful, functional designs that pushed creative boundaries
- Skilled in preparing print-ready files and operating large-scale printing machines

Self Employed | Freelance Graphic Designer

March 2019- January 2024

- Experienced in Brand Identity, Logo Design, Marketing, Social Media Management, and Art Direction
 - Collaborated with clients to create visual solutions aligned with brand goals
 - Specialized in crafting unique brand identities, impactful logos, and marketing materials
 - Led social media campaigns and directed artistic strategies to boost brand presence
 - Combined strategic thinking with innovative design to enhance engagement
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SKILLS

- Illustration
 - Professional Design
 - Web Design
 - Typography
 - Marketing Design
 - Branding Design
 - Social Media Design
 - Art Direction
 - Logos
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EDUCATION

DePaul University, 2016-2020

B.F.A in Graphic Design

Google, 2024

UX Design Professional Certificate