

**C R Y S T A L B . E H R L I C H**  
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**Objective: Award-winning designer seeking a position utilizing my extensive web design and social media background.**

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**P R O F E S S I O N A L E X P E R I E N C E**

**SpeakTECH, Costa Mesa, CA**

**Jan. 2008 to Nov. 2008**

**CREATIVE USER INTERFACE INTEGRATOR & DESIGNER - SPECIALIZING IN SOCIAL MEDIA.** Provided public-facing Microsoft SharePoint design integration solutions for SpeakTECH's clients, including MySpace, Cadence and San Diego Unified School District. These projects had highly customized, strongly branded front-end user interface requirements. Controlled the interface using CSS and would troubleshoot visual issues using the industry's emerging debugging tools. Solid understanding of CSS inheritance and the subtle differences in browser rendering. Worked closely with cross-functional team members including, the client, developers, application architects, creative team members, business analysts and information architects. Flexible personal work style that encourages collaboration and incorporates feedback accordingly. Produced design deliverables based upon best-practices, UI trends, usability background, accessibility experience and other relevant theories and practices. Generated design work that demonstrates knowledge of the entire product life-cycle, including ongoing maintenance. Ability to create or work from prototypes at different levels of fidelity, including sketches, wireframes (schematics) and interactive HTML. Active in the Web Design community in the Los Angeles area.

**Freelance Web Designer & Art Director, Santa Monica, CA**

**June 2005 to Jan. 2008**

**WEB DESIGN CONSULTING & DEVELOPMENT SERVICES.** Provides front-end user interface web design solutions with a specialization in navigation design, interaction design and targeted branding solutions. Solutions are characterized by being highly scalable, elegant, cross-browser and cross-platform compatible, optimized for legitimate search-engine indexing, accessibility-sensitive for those with disabilities, speed-of-use focused, low maintenance, CSS-based and visually compelling. Delivered results in alignment with the company's overall internal, external and branding communications efforts. Projects have included redesigning websites to simplify complicated concepts and processes.

**Beckman Coulter, Inc., Fullerton, CA**

**Nov. 2001 to June 2005**

**SENIOR WEB DESIGNER.** Developed design solutions for the company's public web site and the intranet site. Lead designer for high-profile projects, such as the online annual report and the redesign of the home pages for the public site and the intranet site. Designed splash pages in coordination with advertising campaigns to promote new products. Designed the User Interface for web applications and provided design consulting services on projects involving the use of Flash or other front-end technologies. UI Design solutions, including prototypes, were created to be compatible with Blackberry wireless PDA/Telephone devices and multi-language versions of Internet Explorer, Netscape and Mozilla Firefox. Older interfaces were retrofitted to degrade elegantly when resources were unavailable for a complete redesign. In these cases data cascaded in a prioritized manner.

**MTVi (MTV.COM & VH1.COM), New York, NY**

**April 2000 to April 2001**

**WEB DESIGNER.** Responsible for creating cutting-edge, interactive co-branded elements featured on mtv.com's and vh1.com's web sites. Created optimized, interactive Flash movies. Designed mini-sites, web pages, banners and other animated and non-animated ad elements with Macromedia Flash, Adobe PhotoShop, 3D Studio Max, Illustrator and ImageReady. Worked within clients' image guidelines and mtv.com's and vh1.com's image guidelines to creatively develop design solutions that targeted users. Handled multiple production projects from initial concept to completion under tight deadlines. Developed site-wide advertising standards and helped create templates to be used on the entire web site. Coordinated closely with the Art Director, Producers, Developers, Designers and production staff at mtv.com and vh1.com. Produced mock-ups, cut up graphics and participated in creative meetings. Designed online advertising pieces for the following clients: AT&T, Beatnik, Candies, CD Now, Citra, Diet Coke, The Grinch (the movie), Guinness, Honda, Lee Jeans, Levi's, Lucky Brand Jeans, Office Depot, Pepsi, K-Mart's Rt. 66, Steve Madden, Sony, Timex, U-571 (the movie), Verizon and others.

**ClickTheButton.com, New York, NY**

**Nov. 1999 to Jan. 2002**

**FREELANCE GRAPHIC DESIGNER.** Responsible for design solutions and the production of original online graphics utilizing the latest graphic design programs (see list below). Designed images for the company's web site, generated banner ads, produced icons, pop-up ads and made GIF animations. Created HTML-enabled e-mail with graphics designed to be viewed in both Netscape and Internet Explorer.

**The Samaritans, Suicide Prevention Hotline, New York, NY**

**Nov. 1998 to Dec. 1999**

**OFF-SITE SUPERVISOR AND VOLUNTEER.** Responsible for making decisions about how to manage hotline medical emergencies and high-risk calls. Provided support and feedback to hotline volunteers. Responsible for debriefing volunteers at the end of difficult calls and at the end of their shift. Provided reports to the executive staff about the events during these shifts. Developed excellent crisis management skills and communication skills.

**Japan Society, Inc., Development Department, New York, NY**

**March 1997 to Sept. 1998**

**DEVELOPMENT OFFICER.** Responsible for managing 200 Japanese and 160 American corporate membership accounts and for meeting a corporate membership budget of just under \$1,000,000 for 1997-98. Coordinated membership renewal requests and membership related correspondences. Researched prospective members and followed the latest business developments of existing corporate members. Arranged meetings with the heads of major corporations in the U.S. and Japan in order to meet with current corporate members and prospective members.

**KPMG Peat Marwick, LLP, New York, NY**

**Feb. 1996 to March 1997**

**ASSISTANT MARKETING MANAGER / SPECIAL EVENTS COORDINATOR.** Supervised the creation of Economic Value Management marketing and advertising material and coordinated all efforts with graphic artists. Researched marketing databases for purchasing mailing list to target important decision-makers by specific criteria (types of industries, firms, locations, employee size and size of sales). Coordinated marketing efforts with direct mailing houses. Solely responsible for an extensive nation wide seminars series (included site searches, negotiation of hotel blocks and discounts, food and beverage contracts, audio-visual, satisfying ADA requirements, coordinating the creation of MS PowerPoint presentations). Managed Internet marketing services including EVManager software information and seminar series information. Directed the production, marketing, advertising, distribution and authorization of new software package. Designed software manual's image.

**Jimco Music Industries, Inc., Los Angeles, CA**

**Feb. 1994 to Oct. 1995**

**ASSISTANT BUSINESS MANAGER.** Established U.S. operations for a Japanese record and publishing company. Coordinated the company's special events with press, artists' management, charity organizations, and foreign record companies. Established systems of distribution in Japan of American artists. Coordinated all studio recordings with artists' management, the studios and Japanese record company executives. Supervised CD mastering and packaging. Managed all promotional events. Helped set up and maintain computer systems and Internet access.

**Board of Education, Uozu, Japan**

**July 1991 to Aug. 1993**

**ENGLISH TEACHER.** Responsible for creating and implementing lesson plans for three public schools. Organized local government's international exchanges and special events. Co-produced a weekly radio show in Japanese and English.

**E D U C A T I O N & C O N F E R E N C E S**

**TED 2009 Conference,** SOUTHERN CALIFORNIA, FEBRUARY 3-7, 2009

**Nielsen Norman Group: User Experience 2005 Conference,** NEW YORK, APRIL 2005

**Big Brand Theory** BY CREATAS AND THE ART DIRECTORS CLUB, LA, 4/2004

**Nielsen Norman Group: User Experience 2003 Conference,** CHICAGO, 9/21/03-9/25/03

**SIGGRAPH 2003,** SAN DIEGO, 7/27/03-7/31/03

**Creative Cow Conference,** DIGITAL MEDIA EVENT, LOS ANGELES, FEB. 18-20, 2003

**UCI, JAVASCRIPT AND DHTML CLASS,** IRVINE, WINTER 2002

**Flash Forward Conference,** NY, FLASH FORWARD 2000 & 2001; SAN FRANCISCO, MARCH 2003

**Foreign Study,** AIX-EN-PROVENCE, ADVANCED STUDY OF FRENCH LANGUAGE AND CULTURE, 1990

**HOW Design Conference 2004,** SAN DIEGO, MAY 2004

**After Effects Creative Explosion Tour,** TRISH & CHRIS MEYER, LA, 8/22/03

**UCI, FLASH III ADVANCED ACTIONSCRIPTING CLASS,** IRVINE, WINTER 2003

**UCI, 3D STUDIO MAX CLASS,** IRVINE, SUMMER 2002

**Pratt Institute,** NY, ADVANCED FLASH ACTIONSCRIPTING CLASS, 2000-2001

**NYU, NY, WEB PAGE DEVELOPMENT WITH HTML,** 2001

**Mills College, CA, BACHELOR OF ARTS IN SOCIOLOGY,** 1987 TO 1991

**A D D I T I O N A L S K I L L S A N D E X P E R I E N C E**

Microsoft Office Suite

JavaScript, DHTML, CSS, HTML Hand-Coding

Strong Web Typography Skills

Multimedia Design & Production

Interaction Design

Site Architecture Design

Interwoven TeamSite Content Management System (CMS)

Online Newsletter Design

Strong Branding Experience

Team-Oriented & Self-Starter

Microsoft SharePoint Designer

Advanced Adobe Photoshop

Advanced Macromedia Flash

3D Studio Max

Flash/XML Menu System Design

Ease-of-Use Focused Design

Quality-Oriented Work Ethic

Remedy User Support Software & StarTeam CMS

Creating Web Project Requirements

BEA Portal Design Experience

Firebugs & IE Developer Toolbar

Award Winning Designer

Adobe Illustrator & Adobe ImageReady

Web & Interactive Design Direction

Style Guide Creation Experience

Digital Photography

Information Architecture

Navigation Design

IIS / MAC & PC skills

Web Application UI Design - User Facing & Administrative

Project Lead / Lead Designer

Microsoft Groove

Microsoft Expression Web