



CAPABILITIES OVERVIEW

**HELLO, I'M
CRU DORSEY**

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This document is a brief
overview of my capabilities.



THE INTERSECTION OF BUSINESS, DESIGN AND MARKETING.

Founder & Design Director of Sifter Design agency, based in California, with an unhealthy obsession for all things design. I drive start-ups, brands and scaling businesses to new horizons with strategy services, branding, UX/UI, and communication design. Interfacing with sales, marketing, product, and third parties. I leverage creativity to tell our client's story and build brand loyalty.

I have a keen interest to organize information, elevate story, and create visuals in support. I firmly believe that in order to successfully engage and resonate with your audience you must not only tell a compelling story but create a memorable and lasting experience.





CAPABILITES

Your one-stop shop for bespoke creative services. To develop your brands story and presence I offer a full suite of services, eliminating the friction of having to work with multiple vendors.

STRATEGY

- Branding & Art Direction
- Social
- Content
- Messaging

DESIGN

- Identity Design
- Website Design & Dev (UX/UI)
- Digital Design
- Print Design
- Packaging Systems
- Illustration & Data Visualization

CONTENT

- Video & Motion
- Production
- Copywriting
- Photography





CLIENTS & BRANDS

The best and most productive relationships are synergistic and goal-oriented. A true partnership is a two-way street with ideas and information flowing openly and regularly, based on a foundation of mutual trust. We are proud to of partnered with businesses of all shapes, sizes and stories to combine our expertise and elevate brand presence.

FULL LIST OF CLIENTS AVAILABLE UPON REQUEST

BREWBILT



Miller
Lite

GOODTIMES



Google

NEO
YOUTH CENTER



Tombow



**BRIARPATCH
FOOD CO OP**



TESTIMONIALS

In the end, it doesn't matter how great I tell you I am. Anyone can do that. What matters is what the team members have to say about me.

"Cru Dorsey is a hard worker. He shows up early and stays late. I have had the pleasure of working with Cru on several projects where I needed a designer that could understand what I was trying to create. He communicates remarkably well and just seems to "get it" where other designers I've worked with have trouble understanding a vision. He has the communication skills and knowledge of graphic design tools necessary to fully realize a vision from concept to delivery. Furthermore, he has the ability to refine and simplify a creation for a larger impact on the end viewer. In my experience, it is rare to find all these qualities in one person. He's creative, yet mathematical in his approach; a systematic creator. Analog/digital seems to be no transition either, he can paint with both a brush and a mouse. If you have a project or a brand in need of design, I highly recommend reaching out to Cru. I'm personally looking forward to working with him in months and years to come. Cru is my go-to designer for all things visual marketing.

Eric G // Egileye Cinema

"Cru has helped us create a fun new branding and marketing scheme to promote our organization. The campaign quickly became widely recognized across our community. Cru is a visionary with a diverse skill set and strong work ethic. He would be a great addition to any team or project."

Lynn S // NEO Youth Center

"I worked with Cru for 4 years, he not only helped me immensely, he was a true leader on our team. We worked on a project with multiple legs, & started it from the ground up. Cru was crucial to the success of the program. He motivated others, adapted to any new projects & was passionate about everything he created."

Tera D // Gatorade

"I recently had the pleasure of working with Cru on a number custom design pieces for Pure Cycles. We had initially discussed a series of custom helmets for charity. When delivery time came, Cru not only delivered an amazing set of helmets, but went beyond the ask, and produced amazing collateral to compliment the series. We were all blown away by the skills and attention to detail presented by Cru. I look forward to working with him again on future designs."

Phillip B // Pure Cycles



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THANK YOU

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