

Cru Dorsey

Design Director

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Lucía Venzano

Director of Design, Sketchdeck
340 S Lemon Ave #2206
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Dear Lucía,

Since my time as a senior designer at Sketchdeck 4 years ago I have been on a growth path applying my experience, constantly learning, and contributing value through design. From rebranding a global consumer brand to operating a profitable agency during a pandemic, I'm ready to take on the next creative challenge. I've been gearing up to advance teams, process, and practice. I believe that I align with the needs of Sketchdeck's Design Director role.

In my former role as senior designer at WTB, I worked across every department successfully fulfilling and overseeing creative initiatives performed in house and externally with partners. I managed the design process from a to z, presented and held several meetings with management and C-Suite, wrote and issued project briefs, designed production systems, created fulfillment procedures for print/web/exhibit, collaborative brand libraries, multi category packaging redesign with over 100 SKU's... the list goes on. In all of this I learned and improved my task and time management greatly and how to deliver clear direction for creative.

Above all, organization and efficiency skills have been a focused development of mine personally and professionally. I have found that in the field of design, communication and synthesizing complexity is synonymous with layout and style. But to do so requires timely data collection and visualization to transfer clear direction. Without organization and efficiency, none of that is sustainably possible within the time constraints of modern marketing demands. I'm prepared to contribute my organizational discipline and design prowess to elevate client relations, deliver high quality creative, and foster an innovative team.

I welcome questions and would like to take the time for a follow up call. Thank you for presenting this opportunity, and taking the time to review my qualifications.

Sincerely,

Cru Dorsey