

# Cru Dorsey

Design Director

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## PROFILE

Design is my vehicle for navigating the intersection of business, design and marketing. I drive start-ups, brands and scaling businesses to new horizons with the execution and management of brand, UX/UI, and communication design. Interfacing with sales, marketing, product, and external to ensure we effectively leverage creative to tell our story and establish brand awareness.

## EXPERIENCE

### Sifter Design — *Design Director | Founder*

JAN 2020 - PRESENT | Grass Valley, CA | Full-Time Remote

Helping agencies, start-ups, brands and small to medium businesses sort out their brand, web, and communication design problems one pixel at a time. Consulting, executing, and managing with teams to develop physical and digital products.

- Increasing sales opportunities and touch points for clients
- Developing brand standards and systems

### WTB — *Senior Graphic Designer*

JUN 2017 - MAR 2020 | Mill Valley, CA | Full-Time Remote

Brought onboard as the first staff design lead to develop, strategize, design, implement and launch products, campaigns and systems across all departments of the organization. Reported to stakeholders in marketing, product development, sales, operations, and customer service to build collaborative processes and meet the needs as the one person in-house design resource.

- Saved 300 annual working hours with asset org. and mgmt.
- Reduced packaging manufacturing costs by 20%

### Sketchdeck — *Senior Graphic Designer*

JUL 2016 - MAY 2017 | Walnut, CA | Full-Time Remote

Staff designer creating logos, illustrations, pitch decks, case studies, white papers, one-pagers, emails, landing pages, infographics, advertisements, and more. Working with the project manager to fulfill client briefs timely and order from concept to deliverable within brand standards.

- Designed various collateral for Dropbox, GoodRX, Spotify
- Assisted with early UI/UX standards for the Sketchdeck web interface

REFERENCES ON REQUEST

## SKILLS & STRENGTHS

### Technical

Brand Strategy  
Art Direction  
Identity Design  
(UX/UI)  
Exhibit Design  
Digital Design  
Print Design  
Packaging Systems  
Illustration & Data  
Visualization  
Messaging & Copywriting

### Interpersonal

Empathetic & Thoughtful  
Kind & Understanding  
Honest & Respectful  
Self Disciplined  
Strong Communicator &  
Listener  
Taking Command  
Conflict Resolution  
Motivate & Inspire

### Management

Team-player  
Delegation & Briefing  
Task & Time Mgmt  
Strategic Planning  
Agile Development  
Flexible & Adaptable  
Critical Thinking  
Problem Solving  
Mentoring  
Business Understanding  
Negotiations & Sales

