



GREIVIN CRUZ

Designer

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Paris 15



ABOUT

I'm a designer with 8 years of experience and a fervent advocate for beauty in visual communications.

EDUCATION

UX/UI Design

Ironhack Paris | Feb - Au 2023

A 6 month class on UX/UI design concluding in the redesign of Akigora's recruiter registration flow.

Master's of Art Direction

LABASAD | 2021 - 2022

A thorough honing of creative brief interpretation, ideation, visual communication and project management skills.

Bachelor's in Art Marketing

University of North Georgia |

2010 - 2014

A program focused on applying the principles of design learned through art history in meaningful visual communications.

SKILLS

Design Thinking - Research - Heuristics Analysis - Ideation - Wireframing
Prototyping Testing - Atomic Design - Notions of HTML and CSS - Figma
Agile Framework - Brand Design - Illustration Art Direction - Adobe CS

EXPERIENCE

Freelance Designer | 2021 - Present

- Strategy and identity design for Replay Sports.
- Product design for Premium Cultivars.
- Identity design for Guanacaste Law Office.
- Commercial illustrations for Cafe Rica and Minhwa Spirits.

Art Director at Ingenuity (USA) | 2020 - 2021

- Designed and art directed all Ingenuity brand applications.
- Crafted digital content for social and e-commerce (Amazon, Walmart).
- Aligned cross-functionally on commercial goals.
- Designed identity and guidelines for Ingenuity and a brand extension.

Lead Brand Designer at Kids2 (USA) | 2018 - 2020

- Created internal communications designs.
- Designed retail, office and other branded spaces.
- Collaborated with 5 designers on brand and packaging projects

Graphic Designer at Copeland (USA) | 2016 - 2018

- Conducted brand strategy research
- Collaborated with Art and Creative Directors on visual concepts for Coca Cola, Powerade, Dunkin Donuts and Olympic Review Magazine.