



CAROLYN CRENSHAW

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CAROLYNCRENSHAW.COM

I AM AN experienced graphic designer and developer with demonstrated abilities in branding, illustration, interactive design, user interface design, 2D and 3D animation, front-end web development, and virtual reality development.

I ALSO AM a radio DJ and host of "Zamrock" on 101.5FM WXNA LP-Nashville. In my free time I like to lounge around with my cat, and my desert island bands are: No Doubt, Can, and Modest Mouse.

SKILLS

Adobe Illustrator
EXPERT

Adobe After Effects
ADVANCED

Adobe Premiere
ADVANCED

HTML, CSS, Javascript
ADVANCED

UI Design (Sketch, Adobe XD)
ADVANCED

3D Modeling (Blender, Unity)
INTERMEDIATE

360° Video Production
PROFICIENT

EDUCATION

Elon University 2015 - 2016

Master of Arts, Interactive Media Greensboro, NC

Thesis: Virtual Worlds and Mixed Mediums: Applying Virtual Reality Technologies and Game Theory to Music Video Production for the Oculus Rift DK2

Appalachian State University 2011 - 2015

Bachelor of Science, Sociology Boone, NC

PROFESSIONAL EXPERIENCE

Senior Digital Designer **Direct General Insurance** Aug 2016 - Oct 2017
Nashville, TN DirectGeneral.com

- Created numerous marketing programs for multiple brands, including logo creation, landing page design, emails, animation, infographics, HTML5 ads, and social media collateral
- Delegated tasks and offered feedback to junior digital designer, and provided support and received evaluation from art manager and brand director
- Produced internal and B2B collateral for parent company, National General Insurance
- Collaborated with email marketing team to increase open-rates, inbox placement, and decrease overall cost-per-policy
- Designed and developed HTML5 ads using Google Web Designer, HTML, CSS, and Javascript

Lead Designer **Cornerstone Foundation** Oct 2015 - Jan 2016
San Ignacio, Belize, Central America CornerstoneFoundationBelize.org

- Worked closely with a team of seven with the non-profit to develop and deploy a comprehensive rebranding and marketing campaign to encourage local engagement, strengthen applications for government assistance and grant writing, and maximize donations
- Conceptualized and designed all branding components, including logo creation, animated videos, video editing and production, and website redesign