



crystal douglas

ART DIRECTOR

With years of experience in the creative industry, I believe truly impactful brand experiences begin with listening and consideration. Through close collaboration, I craft bespoke designs that feel right for the brand rather than following trends. I approach design as a form of storytelling, where every visual element brings a brand's narrative to life. I specialize in design thinking, art direction, visual design, user experience (UX) and interface design (UI), design systems, graphic design, brand identity, web and mobile design.

Say Hello

(804) 944-4771
hello@crystaldouglas.design
crystaldouglas.design

Education

Bachelor of Science:
Creative & Strategic Advertising
Virginia Commonwealth University
Magna Cum Laude
2015-2018

Toolbox

Figma
Sketch
InDesign
Photoshop
Illustrator
Lightroom

Interests

Reading
Playing Flute
Fashion & Style
Damon Salvatore
Strength Training
Wandering Museums
Period Pieces & History

Experience

2023-Present

Art Director/Design Lead

RGP

- Leading the creative and visual design direction for various projects across RGP brands, including branding, advertising, digital media, web design, print, and social media campaigns.

2021-2023

Senior UX/UI Designer

Veracity Consulting Group

- Responsible for advancing product usability through user experience and interface design.
- Creative directed and designed end-to-end experiences that meet platform, business, and user requirement goals.
- Ideated and redefined Veracity's visual identity via brand collateral, including social media.

2019-2021

UX/UI Designer

COLAB Digital Agency

- Executed product designs and interactions, established high-fidelity art direction, and responsive experiences.
- Ideated and redefined brand experiences, delivering logos, style guides, websites, and social media campaigns for clients.

2017-2019

Graphic Designer

Virginia Association of Museums

- Responsible for designing conference brochures, programs, and seasonal magazines.
- Established and designed the website for Virginia's Top 10 Endangered Artifacts program.