



# 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](http://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  
Coloring  
Stationery  
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.