

KRYSTOFER BELKNAP

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Lead Ecommerce Brand Designer

I built the complete brand ecosystem for a 2,000+ SKU e-commerce company from the ground up – identity, 3D pipeline, custom Shopify architecture, and performance campaigns delivering 2000%+ ROAS and 12%+ CTR

WORK EXPERIENCE

Chief Designer

NOVATTO INC.

PHOENIX, AZ | 08/2024 - PRESENT

- » Managed multiple projects and produced over 500 unique 3D models and scenes for Novatto's catalog, expanding product diversity and cross-functional deliverables.
- » Established brand identity guidelines within the first month, enhancing marketing strategies and consistency across all print and digital assets.
- » Designed a new company store website through liquid code; CSS, HTML, JavaScript and schemas, allowing for more experiential and responsive shopping with an elevated look and feel.
- » Built and integrated PIM/DAM/SEO automated systems multiplying impressions by 40 in the first month.
- » Developed and implemented innovative creative strategies that aligned with brand goals, resulting in a cohesive visual identity across an omni-channel e-commerce environment within 6 months.

Freelance Graphic Designer

INDEPENDENT

03/2018 - PRESENT

- » Finalized thousands of design assets for various content creators, enhancing their visual storytelling and messaging.
- » Developed and operated online business sites dedicated to photography and design services, ensuring a seamless user experience and opportunities for future collaboration.

Mass Communication Specialist

US NAVY

02/2015 - 03/2018

- » Authored and proofread hundreds of compelling captions and articles featuring thousands of military personnel and dignitaries.
- » Created imagery assigned to military publications distributed to a worldwide audience, building global awareness of military events.
- » Conducted and facilitated interviews with high-ranking military officials throughout several departments for operations and public relations.

EDUCATION

Laguna College of Art and Design

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

LAGUNA BEACH, CA | 01/2019 - 12/2022

Defense Information School

QUALIFIED FOR MOS IN MASS COMMUNICATIONS

FORT MEADE, MD | 05/2015 - 11/2015

"[DINFOS] trains U.S. Military, DoW civilian, international military, and interagency students in a variety of subject areas including public affairs, journalism, photography, video production, broadcast journalism, broadcast equipment maintenance, and various forms of graphic design and digital media."

SKILLS

3D Design, Accountability, Adobe Creative Suite, Analytics, Attention to Detail, Brand Identity, Client Management, Collaboration, Communication Skills, Concept Development, Copywriting, Design Systems, Mentor, Motion Graphics, Presentations, Print & Digital Production, Problem-Solving, Typography, UI/UX, Vector Illustration, Web Design