



about me

I am a passionate designer constantly fascinated by the impact good design can have on people and the world. Color, design nuances, and named layers make me happy. I thrive in collaborative environments where feedback, diversity, and inspiration are key.

education

University of North Texas - 2018

BFA in Communication Design
Minor in Art History

contact

940.765.4215

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reginacrisman.design

software

Adobe Suite:

Photoshop
Illustrator
InDesign
After Effects

Figma

Keynote

G-suite

Miro

experience

Senior Designer 2022 - Present

PMG - Digital Marketing Company

- Lead teams and work on projects from conceptual stages through to delivery.
- Guide projects, provide feedback, review progress, and approve creative work resulting in high performing ads.
- Design strong and compelling creative while maintaining a consistent brand look and feel across all channels for a variety of clients including: Nothing Bundt Cakes, Old Navy, Quaker State, Biossance, Athleta, United Way and internally for PMG.
- Present and advocate for design thinking internally and to clients.
- Brainstorm for high-level campaigns and design assets for new client pitches such as Nike and Pennzoil.
- Collaborate with designers of all levels, copywriters, and project managers on a daily basis. Our tight-knit team fosters a culture of feedback and design excellence.

Designer 2020 - 2022

PMG - Digital Marketing Company

- Oversaw and enforced consistency of Old Navy's brand guidelines in my work as well as the team's work through creative reviews, feedback, and collaboration.
- Defined and streamlined the creative team's process to increase efficiency and productivity.
- Created tools and templates for the design team to use on projects, resulting in less daily pain points and a smoother workflow.

Jr Designer 2018 - 2020

PMG - Digital Marketing Company

Supported designers and the creative director to create social and display creative for various clients including Old Navy, Cole Haan, Beats by Dre, and Cook Children's.

Design Intern May 2017 - August 2017

Buzzshift - Digital Advertising Agency

Partnered with the creative team on social media content, photoshoots, brainstorming, and other small projects. It was a rich learning experience about digital design spaces and about the workings of an agency.