



Hi! I'm **Crystal Hamilton**

UX DESIGNER

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Creative and strategic UX Designer with a robust background in visual design and a forward-thinking approach to technology. I combine a keen aesthetic eye with expertise in industry-standard tools, and I leverage AI in my workflows to enhance efficiency and automation. A collaborative team player, I work closely with product and content managers to deliver impactful, inclusive designs. I value diverse perspectives, believing they lead to stronger solutions, and I aspire to expand my skills into creating immersive interfaces for VR, continuously exploring new ways to push design boundaries.

WORK EXPERIENCES

01

2023–Present

UX DESIGNER

Counterpart Communication Design

As an onsite UX Designer with Counterpart Communication Design, working directly with the FedEx Office Digital Marketing team, I specialize in designing and optimizing responsive web page layouts to enhance user engagement and drive revenue. My work is integral to FedEx Office's Adobe Commerce Magento platform, where I build from scratch and modernize current CMS pages, ensuring a visually appealing and user-centric experience.

- By crafting web pages that showcase FedEx Office's print solutions, I directly contribute to revenue growth. My designs are strategically tailored to meet both business and personal customer needs, providing users with a deep understanding of print offerings and inspiring them to explore product applications they may not have considered.
- I leverage user journey mapping and heat mapping techniques to analyze user interactions and behavior, enabling data-driven, iterative design improvements. This process optimizes web pages to enhance the overall user experience.
- Through competitor and online research, I identify content gaps and frequently requested customer needs across key verticals, ensuring that our site content aligns with market demands.
- I incorporate SEO strategies in image creation, file naming, and alt text to improve discoverability and accessibility of our digital content, further supporting customer engagement and satisfaction.

2014–2022

CREATIVE DIRECTOR

BrainyMastermind Design Studio

As the founder and Creative Director, I provided comprehensive design and marketing solutions tailored for small entrepreneurs looking to establish or elevate their online presence. My agency served as a one-stop shop for clients seeking a strategic partner in building their brand through cohesive, impactful digital and print materials.

- Created and designed a wide range of materials for both print and digital projects, from logos and brand assets to complete marketing collateral. Performed graphic design work to ensure cohesive branding across all mediums.
- Developed and executed marketing and rebranding campaigns, implementing effective content strategies that aligned with clients' business goals. Assisted clients with SEO optimization and email marketing to boost online visibility and engagement.
- Provided site mapping, wireframing, and prototyping for web design projects, and built e-commerce websites to facilitate online sales. This included content management and ongoing site evaluation to ensure user-friendly navigation and optimal performance.
- Worked with clients to design customer journey and empathy maps, identifying customer pain points and creating solutions to enhance the customer experience. This approach provided valuable insights for creating targeted, user-centric web and marketing strategies.

SOFTWARE SKILLS

02

Photoshop

Adobe XD

Magento

Figma

Canva

InDesign

Contentsquare

Conductor

Generative AI

EDUCATION

03

Google Professional Certificate

2023: Coursera Google UX Design

- UX Design Process, UX Research, and User Experience
- App Development and Responsive Website Design

Full Sail University

2017–2018: MS Innovation and Entrepreneurship

- Product Design Development and Design Thinking

University of Houston – Downtown

2008–2013: BBA Marketing

- Digital Marketing Strategy and Marketing Research

DESIGN SKILLS

04



User Interface Design



User Research



Generative AI Artist



UX Content Strategy



Basic HTML and CSS



Wireframing and Prototyping



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