



HELLO!

I am an artist and brand strategist with 9+ years of design experience, looking to make a difference in the world by designing for a cause.

SKILLS

Creative direction

Brand strategy

Photoshop

Illustrator

InDesign

Acrobat (Reader + DC)

Sketch

HTML + CSS

Asana (project management)

G-Suite + Microsoft Office

Additional design-related skills: hand lettering, illustration (digital and hand rendered), print-making (block and letterpress), photography (digital and film).

AFFILIATIONS

Solidarity Team Member

2020—Present

The BIPOC Alliance

DEI Committee Member

2017—2019; 2021

The Humane League

HOBBIES

Reading, watching films, drawing, cycling, running, camping, hiking, plant-based cooking and baking, sending snail mail, creative writing, seeing live music, and hanging out with my cat, Crow.

Professional references provided upon request.

EXPERIENCE

Creative Lead at The Humane League | *May 2017—Mar. 2021*

- Creative direction and strategy for a global animal protection non-profit.
- Managed a team of two designers (including hiring, on-boarding, and goal-setting).
- In partnership with VP of Communications, spearheaded *rebrand of the organization* resulting in a new brand identity along with robust design guidelines, accompanying collateral across all verticals, and a fully reimaged website which resulted in increased time on page, a lower bounce rate, and a higher online donation revenue stream.
- Managed project queue and workflow for the creative team, overseeing dozens of projects simultaneously: setting timelines, assigning out projects, coordinating and negotiating deadlines with stakeholders, ensuring alignment throughout the project lifecycle, and setting meeting agendas.
- Facilitated discussions within the communications team and across departments: initiated projects via kickoff calls, actively contributed to brainstorming and strategy sessions, advised and consulted on project ideation to ensure alignment with overall brand strategy.
- Work also included: design of flagship pieces, digital asset management of all design files and thousands of photos, and overseeing visual consistency across the entire org to develop and maintain brand equity.
- Continually advocate for design thinking and creative solutions across the organization, including establishing a quarterly all staff design “lecture series.”
- Lead designer and project manager on developing an illustration style in adherence to brand guidelines; implementation of the style increased the org’s social media engagement rate.

Graphic Designer at The Humane League | *Feb. 2016—May 2017*

- Designed hundreds of assets across all departments in the organization, including corporate pressure campaign assets, donor-centered print and digital communications, merchandise, and marketing materials.
- Brought a marketing mindset to the communications team, resulting in a wider audience appeal.
- Established processes around centralizing visual asset requests, resulting in the org-wide adoption of Asana which increased efficiency, productivity, and timely communication.

Freelance Designer at Cristyn Hypnar Creative LLC | *October 2014—Present*

- As sole proprietor, personally project manage, design, ideate, and communicate with clients to deliver a variety of projects ranging from logo design to website mockups, illustrations, posters, book covers, digital ads, social media graphics, and more.
- Develop close client relationships through deep listening to better understand project goals resulting in deliverables that consistently exceed expectations.

Creative Director at TrailFork | *June 2017—October 2019*

- Built visual identity from the ground up and advised on brand strategy for an eco-conscious food start up that was carried in big name outdoor retailers like REI and Sierra Trading Post.
- Designed and directed all creative deliverables associated with the brand from product photography to packaging, website design, social media presence, trade show signage, and other marketing materials.

Designer at Dell Blue | *Feb. 2015—Aug. 2015*

- Worked with an in-house team of designers for a global, household name (Dell and Alienware).
- Adhered to a set of robust and strict style guidelines to ensure consistency across a wide variety of content verticals, from digital to print ads and email marketing campaigns.