

evelyn de la cruz

SHE/HER

senior designer
408.843.8864

evelyndelacruz.com
evekcruz@gmail.com

PERSONAL STATEMENT

Evelyn is a Latina Designer with over 5 years experience leading various creative projects. With experience on a small French-American team she has not only led design but has also worked directly and collaboratively with copywriters and brand strategists, for luxury and lifestyle consumer brands like Nespresso, Lancôme & Shu Uemura. Her approach is design is to build unique brand experiences that cultivate and grow their universe. Evelyn is looking to join a company where she can expand her skills in visual art direction to create meaningful brand stories.

WORK EXPERIENCE

May 2019 – Feb 2022
New York, NY

Design Team Lead | Numero11

- Managing 2 junior designers and freelance team, reporting to Creative Director
- Art direction for various print projects, events, and customer experiences, developing brand strategy proposals, challenging design to keep innovating brand standards
- Reviewing designs from start to finish with junior creatives and design freelancers to ensure execution is accurate and within brand guidelines

Mar 2016 – Apr 2019
New York, NY

Graphic Designer | EquancyNo11

- Directly supporting Creative Director by implementing designs across a variety of projects
- Collaborating with other designers and offices in Paris and Shanghai to deliver designs
- Aiding in brand research and strategies that lead to consulting proposals
- Reviewing and proposing copy for brand emails and marketing tools

NOTABLE PROJECTS

Nespresso - Consumer welcome box experience, instore brand launches experiences, promotional holiday package design, US target messaging and design, social media strategy and design
Lancôme - Beauty Advisor welcome strategies, developing semi-annual training tools for specifically North American Beauty Advisors, instore brand launches, customer onboarding and consulting experiences
Shu Uemura - Developing Beauty Advisor training tools and strategies, package design and instore design for annual holiday collaborations, developing annual ad cropping standards
Skin Ceuticals - Art direction for product driven campaigns, in-store/in-salon brand experience

EDUCATION

Class of 2015

Bachelor's of Science in Visual Communication Design
Barrett, the Honors College and Arizona State University: GPA 3.71
Magna Cum Laude, Dean's List, Earl and Ellen Davis Scholarship,
Two Ten Footwear Foundation Scholarship
Member of AIGA

SKILLS

Design and Workflow Programs - Adobe Creative Cloud, MS Office, Trello, DropBox, Teams, Google Docs