

CHRYSTAL RICHARDS

2D ANIMATOR | MULTIMEDIA DESIGNER

www.shinychrysal.com

Instagram & Youtube: shiny_chrysal

chrysalrichards90@gmail.com

SKILLS

- Excellent collaborator & communicator, Role flexibility, Solo & team-oriented, Attention to detail, Avid note-taker
- Adobe Creative Suite (Photoshop, Animate, Illustrator, After Effects, Premiere Pro), Toonboom, Clip Studio Paint, Microsoft Office 365, Workfront, Monday

EXPERIENCE

Freelance 2D Animator & Illustrator | Gelia

2024 - 2025

- Created storyboards, animatics, environment design, supplement graphics, character animation, and compositing for six animated videos for *Independent Health Foundation's "Healthy Options Buffalo"*
- Crafted a comprehensive self-production schedule to prioritize tasks and streamline organization
- Regularly communicated with clients to review project expectations, updates, and coordinate delivery timing
- Provided localized graphics and animation adjustments for Spanish versions

MultiMedia Designer | Fisher-Price

2012 - 2024

- Elevated brand identity through digital asset creation, art direction, and video production for product promotional content, social media ads, and children's entertainment animations
- Provided video directing and editing for internal videos and e-commerce product demonstrational videos
- Conceptualized and collaborated with the photo department to create product diorama sets for *Little People* print-ad photoshoots featured in the *Fisher-Price 2024 Holiday Catalog*
- Developed an influential directorial and editing standard for *Little People Collector* promotional social videos that increased social impressions for the brand's Instagram and Tiktok pages
- Communicated with marketing clients to review goals and expectations for product demo video needs
- Supervised and recorded product demo team's editing progress to share with e-commerce managers
- Scheduled client reviews and promptly implemented corrections to meet deadlines and delivery specifications
- Trained new teammates on directorial and editing techniques and procedures

EXTRA CURRICULAR

Onboarding Coordinator | Life Church Buffalo

2023 - 2024

- Integrated new volunteers into serve teams by scheduling their shadow experiences, assisting with check-ins, and introducing them to their serve team and leader
- Managed communication and administrative organization through email, *Planning Services Online* and *Monday*
- Supported orientation sessions by recording sign-ins, reviewing church policies, and addressing volunteers' questions

KIDSLIFE Leader | Life Church Buffalo

2022 - 2023

- Led a Preschool/Kindergarten class (ages 4-5) as the group leader
- Creatively implemented prepared children's curriculum through engaging activities and lessons
- De-escalated problematic behavior through redirection and empathetic techniques

EDUCATION

Savannah College of Art & Design

BFA in Animation (2D)