

IDRISS CROWDER

SENIOR GRAPHIC DESIGNER & ART DIRECTOR

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SKILLS

DESIGN & DIRECTION

Brand identity, creative direction, typography, motion graphics, visual storytelling, campaign design, marketing design, retail graphics, environmental graphics, layout design, presentation design, storyboarding, art direction, brand guidelines and systems

TECHNICAL SKILLS

Print production (CMYK, pre-press, vendor liaison), photo retouching, color correction, video editing, post-production (Premiere Pro, After Effects, iMovie), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Bridge), Canva, basic HTML/CSS

COLLABORATION & LEADERSHIP

Cross-functional collaboration, stakeholder communication, project coordination, client communication, long-term relationship building, editorial partnership, fast-turnaround execution

TRAITS

Calm under pressure, attention to detail, people-focused communicator, imaginative problem solver, tech-savvy, fast learner

EDUCATION

BFA GRAPHIC DESIGN
SUNY New Paltz

Multidisciplinary senior designer with 10+ years shaping brand and campaign systems across print, digital, and broadcast. Guides creative direction with CMO and CEO. Leads visual systems and production. Ready for art direction roles across industries.

FREELANCE GRAPHIC DESIGNER · ALTICE USA / NEWS 12

01.24 – Present · Bethpage, NY (Remote)

- Serve as the primary designer for on-air visual systems, developing monitors, maps, fullscreens, and story graphics aligned to editorial clarity and tone.
- Translate complex and time-sensitive editorial content into clear visual narratives with strong hierarchy and tone alignment.
- Deliver fast-turnaround creative solutions for live television and digital platforms in direct collaboration with producers and editorial leadership.

CREATIVE DIRECTOR & LEAD DESIGNER · IDRIS DAKAR DESIGN

03.13 – Present · New York, NY (Remote)

- Oversee creative direction and brand development across print, digital, and campaign work for small businesses and independent clients.
- Develop brand systems across platforms, from food menus and shop windows to social media and email campaigns.
- Maintain long-term client relationships and deliver personalized creative solutions.

SENIOR GRAPHIC DESIGNER · CITI TRENDS

09.20 – 04.22 · New York, NY (Hybrid / Mostly Remote)

- Drove visual direction and owned retail design systems for national campaigns.
- Directed seasonal campaigns, shoots, and creative in regular sync with CMO and CEO, collaborating with dev, part-time and freelance designers.
- Relaunched WordPress e-commerce with landing pages and seasonal digital campaigns.

SENIOR SOCIAL MEDIA WEB DESIGNER · MACY'S

01.14 – 09.17 · New York, NY

- Led visual direction for social channels and campaigns (Pinterest, Tumblr, Facebook, Twitter).
- Designed curated social posts, blog layouts, microsites, partnering cross-team.

WEB & INTERACTIVE DESIGNER · CONDÉ NAST DIGITAL

04.10 – 02.13 · New York, NY

- Crafted digital visuals, platforms, apps, and motion for Glamour, GQ, WWD, Arch Digest, Bon Appétit, and more, collaborating with editorial and development.

SENIOR DESIGNER · SIITE INTERACTIVE

08.08 – 03.09 · New York, NY

- Steered design across web, UI, and motion, built collaboratively with project management and development teams; clients include: Lee Jeans, Oprah, Martha Stewart, Hearst, TED, and Turner Construction.