

carly russell

HELLO@CRAFTEDBYCARLY
CRAFTEDBYCARLY.COM

NYC-based full-service designer helping startups & small businesses stand out & create impact. Over 10 years of experience working with brands in fintech, health & wellness, e-comm, advertising, & more.

HOW I CAN HELP

branding

- Brand strategy
- Brand identity
- Brand development

ux/ui

- Web design
- Product design

marketing

- Illustration / animation
- Email marketing
- Social / content
- Paid acquisition
- Lead generation
- Presentation design

EDUCATION

bachelor of arts
Fordham University | Bronx, NY

major
Communications & Media Studies

minors
Visual Arts/Graphic Design; Spanish

CURRENTLY LEARNING

Webflow | Pottery | Spanish

CRAFTED BY CARLY

founder | january 2016 - present

- Started and scaled my own business, Crafted by Carly, a one-woman design studio offering flexible, full-service design services to startups and small business owners.
- Solve design needs for my clients with impactful, one-of-a-kind design that's always on time and on budget.
- Key client wins:
 - Led a full rebrand for Ritual Wellbeing, then brought it to life across all touch points from in the product, on the web, and across organic and paid marketing.
 - Helped Snapchat quickly and successfully pivot from in-person to online events during the pandemic as the primary designer for their events team.
 - Designed and animated Stash's inaugural course offering, making financial literacy more accessible to high school students across the U.S.

STASH

senior visual designer | dec 2019 - apr 2021
visual designer | dec 2017 - dec 2019

- As the second visual design hire, I helped Stash grow from 500k to 5M customers.
- Lead designer for Stash's blog and podcast, aimed at driving new leads and making financial education more accessible.
- Concepted, planned, assisted in the photoshoot, designed, and produced ads for a NYC subway campaign.
- Improved conversion by simplifying the email flows to consolidate messaging and create a cohesive design system.
- Increased app engagement by integrating the new brand identity into the product design to improve user experience and create more moments of delight.
- Owned components of Stash's rebrand which included revamping the website, in-app experiences, and marketing collateral.

HOGARTH WORLDWIDE / THE WALL STREET JOURNAL

graphic designer | aug 2015 - dec 2017

- Led concept and design for key marketing collateral, supporting The Wall Street Journal and Dow Jones' leadership:
 - Event brand experience including logos, invites, emails, signage, menus, display/social ads.
 - Print and digital ad campaigns to increase WSJ subscribers.
 - Animated videos to demo new product features and announcements.
 - Presentations for the Dow Jones and News Corp C-Suite.

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