

Evangeline Crouch

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Multidisciplinary designer creating high-impact campaigns and experiences

EXPERIENCE

June 2024 - December 2025 | Boston, MA

Axon

Designer

- Designed graphics across print, digital, web, social media, and advertising, boosting brand awareness and engagement by over 10%.
- Produced brochures, reports, presentations, and other collateral for sales and marketing teams in 10+ countries.
- Developed full event graphic packages (signage, swag, booth graphics, layouts, handouts, etc) for 20+ national and international events.
- Collaborated on 5+ digital and print campaigns with art directors; ensured brand consistency across all global assets.
- Partnered with internal and external product, marketing, and events teams to align creative output with strategic marketing and product goals.

February 2021 - June 2024 | Boston, MA

PUMA

Manager of Brand Visual Experience Design

- Led design and production of in-store displays, environments, and custom build-outs across 30+ retail and wholesale locations, and 3 showrooms, enhancing brand visibility and customer engagement.
- Managed and designed graphics, digital assets, and 3D assets for 30+ product launches, 10+ brand collaborations, seasonal updates, and events while maintaining global brand guidelines.
- Collaborated with internal teams and external vendors to execute 100+ creative briefs and retail marketing requests to support marketing initiatives.
- Developed branding, marketing, creative briefs, and digital materials for 5+ internal employee groups and PUMA Canada team, ensuring consistency with global brand guidelines.

January 2023 - December 2023 | Boston, MA

KeelWorks Foundation

Volunteer UI/UX Designer

- Designed and developed an internal portfolio template and resource database.
- Mentored a team of 3 Junior Designers.
- Conducted user research through 5 interviews, surveys, and user testing.

EDUCATION

August 2017 - May 2022

Rochester Institute of Technology

BFA, Industrial Design
Minor: Economic, 2D Design

SKILLS

Software

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe AfterEffects
Adobe CC
Figma
Jitter
Sketch
Fusion 360
Solidworks
Blender
Microsoft Office Suite

Soft Skills

Branding
Print production
Collaboration
Creative direction
Rapid prototyping
User research
Problem-solving
Project planning
Creative thinking
Visualization
Ideation
Sketching

