

# BOLTAIRE CRUZ

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## EDUCATION

**BFA: Graphic Design: Interactive Print & Screen**  
**Kean University**  
**May 2017**  
**Cum laude**

**AA: Graphic Design**  
**Union County College**  
**2011**

## ABOUT ME

I am fascinated with how the world is constantly evolving and in hindsight so are we. As a creator, I approach everything with curiosity and determination; utilizing my creativity to connect with others and grow. I believe that a great design needs to have a purpose, it is not only visually compelling but also creates an emotional connection. Through design and storytelling; I aspire to create content with a purpose to inspire positive change in our everyday.

## DESIGN EXPERIENCE

### Senior Graphic Designer

**Sakar International INC.**

**New York**  
*(January 2022- current)*

Focus on new packaging style concept for brands ranging from; fitness, pets accessories and sports line.

### Graphic Designer

**Sakar International INC.**

**Edison, NJ**  
*(July 2017- April 2021)*

Work under the Art Director and Product Manager, managing youth electronic products. Responsibilities includes: product design ideation, conceptualize logo and brand design, develop packaging designs and work on in-house packaging mock-up samples. Also represented the art department during meetings with Smithsonian and Mattel.

### Entrepreneurship/ Content Creator

**Meraki**  
**Garwood, NJ**  
*(July 2019 - Current)*

Co-owner of a start up lifestyle brand; merchadising clothing and accessories. Design work from product development, packaging and social media content.

## WORK EXPERIENCE

### Lead Barista

**Choc O Pain**

**Jersey City, NJ**  
*(July 2021 – December 2021)*

Responsibilities included: providing great customer service, with knowledge on French pastries. I was also trained by a La Colombe expert on how to make specialty coffees. As a lead Barista, I handle not only the day to day but also the managerial tasks; writing end report, processing online orders and making sure the cafe is full stock on inventory.

### Shift Supervisor

**Paper Source**

**Summit, NJ**  
*(March 2016 – July 2017)*

Support the store management team through performing daily operations, executing store plans and motivating the team to achieve sales goals.

Acts as the workshop coordinator, teaching craft classes as well as preparing workshop display samples.

## SKILLS

- Branding & Identity
- Concept Development
- Packaging
- Motion Graphics
- Social Media Content
- Typography
- Photography
- Entrepreneurship
- Leadership
- Management

## SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premeire Pro
- Adobe After Effects
- Adobe InDesign
- Adobe Lightroom