Crystal Shaw

crystalshaw.com
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(512) 814-7691

Education

- 8/2021- Current: Pursuing Bachelor of Science in Communications at Purdue Global University, Lafayette, Indiana.
- 1/1999 - 1/2000: Del Mar College, Corpus Christi Texas

Proficiencies

- Microsoft Office
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- HTML/CSS/PHP
- Slack
- WordPress
- Splashtop Business
- Basecamp
- BLOX Total CMS
- PHP
- Freehand
- Pagemaker
- Quark Xpress

Accolades

- Corpus Christi Caller-Times, Employee of the Month
- Del Mar College Essay Scholarship, 1st Place winner for writing a timed experiential autobiography
- Moody High School: Early High School Graduation Scholarship

Speaking Events

- National Security Agency Symposium on the Science of Security (HotSoS) Special Session on Hard Problems/ Data Provenance

Volunteer Work

- Developed the site concept and user interface linking databases from the Iowa Secretary of State and an Iowa political party to create the Comprehensive Caucus Finder, to help new voters find their caucus locations.

Work Experience

Project Manager/Owner

1/2010 - Present

Rowdy Marketing Group,
Corpus Christi, TX
rowdygroup.com

- Develop secure commercial sites, corporate identity, and social media analytics for a diverse portfolio of local and international clients in various industries.
- Coordinate with SAP developers, copywriters, editors, photographers, and illustrators to produce promotional and editorial products.
- Collect, organize, write and edit news content for three Australian magazines.
- Learned WordPress and web development, including best practices for social media promotion.
- Expanded communication skills with business professionals from various industries to coordinate promotional events.
- Apply impactful design in marketing materials through imagery, color, and emotive language.

Plugin Developer 1/2017 - Present

SHA3 Org., Corpus Christi, TX
sha3.org

- Performed foundational research and analysis to identify the problem of network centralization and find scalable solutions.
- Developed an experimental GNU GPL plugin to fix open-source content management systems vulnerabilities.
- Created SHA3 Secure SignOn to let WordPress users hash a passphrase into the username, effectively creating a digital signature on signup.
- Developed website and marketing materials.
- Promoted key concepts and driving principles at the 2021 Special Session of Science of Security Hard Problems.
- Discovered the importance of connecting decentralized platforms for maximum portability using existing infrastructure to maintain resilient communications.
- Learned hashing methodologies and expanded existing solutions provided by the National Institute of Standards and Technology.
- Explored the interplay of private industry and government regulations on leading communications systems to provide intuitive solutions to the problem of data provenance.

Paginator 9/2021 - Present

Paxton Media Group, Paducah, KY
www.paducahsun.com

- Design and edit the front and interior pages for 4-8 different newspapers a day.
- Locate and place the appropriate daily wire and local content to enhance slim budgets.
- Coordinate with editors and other paginators to meet multiple daily press deadlines.
- Navigate between a local and virtual machine, communicating remotely using Slack.
- Communicate and coordinate between a team with various stylistic and editing preferences and backgrounds.
- Reference multiple style and production guides and syndicated content with different logins, licensing, and styles for each paper.
- Practice team building as lead paginator, budgeting, and managing inside sections.
- Refreshed news layout skills as final design edit for front page and breaking news to maximize placement of graphics and editorial for cohesive flow.
- Coordinate wire stories that complement community interests on a gradient scale, from local to state and national.
- Balance corporate design with local content.
- Incorporate critical information points into headlines.
- Repackage information to accommodate accurate reporting through imagery, pull quotes, and infographics.

Web developer 1/2018 - 9/2021

United States WorldWide Network,
Fayetteville, NC
www.uswwn.com

- Design, develop, secure, and manage a crowd-funded social network and forum.
- Programmatically scrape Google News RSS Feeds and other open-source databases.
- Design form submission for providers of COVID-19 testing for users to find and book at local testing locations.
- Design a statistical self-moderation function to hide posts based on reports according to site population.
- Manage and link a local install of GlobalLeaks whistleblowing software on a subdomain for anonymous contribution on Onion Networks.
- Chain SSL certificates and manage network resources using DreamHosts' cloud computing interface.

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Work Experience

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UI/UX/Print Designer 5/2012 - 10/2014

Print Popular, Fayetteville, NC
www.printpopular.com

- Design all graphic components for a commercial print and design website with extended social feedback functionality using WordPress.
- Program a virulent design approval process by incorporating social reactions and comments into functions to translate Facebook API actions into digital marketing currency to offset design costs.
- Develop and test an interactive, shareable proofs page with a "Change Jar" for each client, displaying tallied Facebook reactions and comments in a virtual marketing currency as design discounts for changes to proofs and future orders.

Web developer 9/2009 - 3/2014

Corpus Live, Corpus Christi, TX
www.corpuslive.com

- Develop and design a local social network using WordPress MU and BuddyPress to promote local events and businesses.
- Create a signup form for local users and businesses with blog options for local companies.
- Incorporate live social feeds from external networks.
- Integrate live video streaming into user profiles and shared feeds.

Web/Graphic Designer 1/2008 - 1/2010

Tandem Marketing, Corpus Christi, TX
www.discoverccbeach.com

- Worked closely with local commerce to promote tourism and area attractions through web and print.
- Promoted web project enjoining participating businesses at the Corpus Christi City Council.
- Joined the varying interests of closely related companies to create a unified, complementary promotional front.
- Practiced collaborative communication skills with many different advertisers from different industries.
- Worked with community organizations to actively promote recreational programs using engaging, exciting language and imagery.

Marketing Assistant 1/2007 - 1/2008

RE/MAX Metro Properties,
Corpus Christi, TX
www.remax.com

- Integrated secure API to feed property data and real estate records into agent websites.
- Staged, photographed, and marketed properties through multiple channels, liaising between agents and clients.
- Coordinate and funnel marketing and leads through print and web formats.
- Write accurate, descriptive language to influence real estate purchasing decisions.

Graphic Artist 1/2004 - 1/2006

Classic Printing, Corpus Christi, TX
www.printwithclassic.com

- Designed and proofed print materials according to corporate identity standards.
- Worked directly with clients to achieve their vision for promotional materials while working within CI guidelines.
- Learned how to interpret and transform a simple set of guidelines and preferences into vibrant print products that reflected the character of each business.
- Combine different tones in fonts, colors, and images for maximum legibility and impact.

Graphic Designer 1/2003 - 1/2004

San Patricio County News, Sinton, TX

- Design rudimentary advertisements for local businesses using Adobe PageMaker, printing and cutting and pasting components for film prep to construct press plates.

Features Copy Editor 1/2001 - 1/2003

Corpus Christi Caller-Times,
Corpus Christi, TX
www.caller.com

- Slated, developed, and coordinated stories and photography for various feature sections working with photographers, designers, reporters, and clerics.
- Wrote reviews on chamber music events, city symphonies, and string quartets on location.
- Assigned to the Associated Press photo desk during the September 11 attacks to produce the greatest number of extra editions in the nation, now sought by the Library of Congress.
- Collaborated directly with the publisher as lead designer to bring the paper into visual compliance with digital formats.
- Learned how to map out the visual content according to design planning. Worked with photographers to stage photo shoots that worked with the page.
- Applied core design basics by mapping movement with component size, intensity, and direction, to achieve fluid page flow and maximize reader experience.
- Work with the interplay of components like photo choice and size, using a mix of panoramic views and detailed shots to help tell the whole story.

Editorial Assistant
1/1999 1/2000

Corpus Christi Caller-Times,
Corpus Christi, TX
www.caller.com

- Coordinate between sports coaches and reporters in a busy newsroom environment translating player statistics and game results received on deadline.

News Copy Editor 1/2000 - 1/2001

Santa Maria Times,
Santa Maria, CA
santamariatimes.com

- Collected, scheduled, and sourced local, national, and world affairs content.
- Copy edited and designed for front-page news and interior features sections.
- Caught potentially libelous errors in Associated Press wire content.
- Collaborated with staff photographers and graphic artists to enhance visuals.