

NINA CROSSLEY

EXPERIENCE

Virtu Financial

2019-PRESENT **CREATIVE DIRECTION
DESIGN & MARKETING**

Oversee creative direction for the global brand. Managed and designed for the rebrand of Virtu financial after the acquisition of ITG. Developed brand strategy, guidelines, templates, logo, visual system, brand identity, and redesigned the firm's website. Premiered the new brand at the firm's largest event, TradeTech Paris 2019, by designing and managing the booth and environment design and production (this included the largest booth at the event, pillars throughout the space and escalator branding). Work with the UX as a visual designer to rebrand and redesign product components and workflow.

ITG

2018-PRESENT **VICE PRESIDENT
DESIGN & MARKETING**

Creative direction for global brand. Oversaw and executed branding, print and digital design. Managed design and print budget, worked with marketing manager to develop firm's marketing and design strategy. Collaborated with UX team for consistent product design.

2016-2018 **ASSISTANT VICE PRESIDENT
DESIGN & MARKETING**

Maintained print and design budget for global marketing department. Developed global branded templates and conducted trainings to empower employees. Designed and implemented new media such as direct mail campaigns and digital in-product marketing that became a driver for new clients and revenue.

2014-2016 **GRAPHIC DESIGNER**

Designed and approved materials such as print collateral, environmental, promotional items, package design, web elements, and internal campaigns. Worked on large scale projects including, events and conferences, website redesign, and product campaigns.

WB Mason





2013-2014 **JUNIOR GRAPHIC DESIGNER**





Designed a wide range of company marketing materials working directly with the CEO and Art Director. Created web elements, managed custom landing pages, and handled vendor schedules for online promotions.

2012-2013 **PRODUCTION ARTIST**

Designed layouts for 6+ company catalogs ranging from 200-870 pages. Retouched photos for product listings. Managed vendor relations and print schedules for catalog production.

SKILLS

INDESIGN 
PHOTOSHOP 
ILLUSTRATOR 
WORDPRESS 

WORD 
POWERPOINT 
EXCEL 
SKETCH 

EDUCATION

Stonehill College 2012, BA
Graphic Design & Communication

Lorenzo de' Medici 2011

CONTACT

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