Crystal Stromberg

PORT-FOLIO

This portfolio is intended to demonstrate my technical communication experience and technical design skills. This document and the work presented in this document was completed using Adobe Acrobat, InDesign, Illustrator, Photoshop.

E: crystalmorris@my.unt.edu
P: 940-577-4117
A: Lake Bridgeport, Tx

in Crystal Morris-Stromberg

Table of Contents

CRYSTAL STROMBERG

Introduction

My full name is Crystal Morris-Stromberg, though I just use Stromberg professionally.

I am, at heart, someone who loves to organize projects and teams — I earned my PMP (Project Management Professional Certification) in 2022 to prove it. I'm happiest when I can use my ideation and strategic strengths to plan projects, products, services, and teams from the beginning and then release my plan to the people who do their jobs best.

I am a fan of continual improvement and feel the need to drive my team to better efficiency and effectiveness. We don't stop when it's 'good enough.' I'm also profit minded and can spot a win-lose or lose-win proposition from a mile away. I prefer win-win.

My favorite leadership books are Stephen Covey's *Seven Habits for Highly Effective People*, Brené Brown's *Dare to Lead*, and Christopher Voss's *Never Split the Difference*.

CONTACT

crystalmorris@my.unt.edu
(940) 577-4117
Lake Bridgeport, TX

EDUCATION

UNIVERSITY OF NORTH TEXAS
BAS Integrative Studies
English, Spanish, Technical Communication
Minor: Political Science
Certificate: Technical Writing

IN PROGRESS: Masters in Technical Communication

PROJECT MANAGEMENT INSTITUTE
Project Management Professional Certification
Fall 2022

TOOLS

- Microsoft Teams
- Microsoft Office
- Adobe CC
- Smartsheet
- Slack
- Salesforce
- SharePoint
- Constant Contact
- Concur
- Qualio
- SideQuest
- Various VR headsets
- Talent LMS

CRYSTAL MORRIS-STROMBERG
Energy Worldnet, Inc.
Director, Education

EXPERIENCE

DIRECTOR, EDUCATION
(June 2020-PRESENT) Internal Promotion
As the department director, I oversee the hiring, development, reporting, and reviews of 20+ personnel, on-site and remote. I lead my team to meet annual goals and new objectives within an annual budget I establish and manage.

I collaborate externally with several committees and advisory boards and internally with the directors, managers, and VPs of other company departments. I am charged with developing new services; maintaining existing services; and establishing project plans, work agreements, and work schedules for custom education services.

Additionally, I serve the company as a speaker for industry conferences and events. I have experience with virtual reality, contract drafting, service procurement, quality management, marketing copy, policies and procedures, learning content management systems, project management, and agile methodologies for software development.

MANAGER, EDUCATION
(December 2017-June 2020) Internal Promotion

TECHNICAL WRITER
(May 2016-December 2017) Internal Promotion

Additional work experience provided upon request

ORGANIZATIONAL INVOLVEMENT

- American Petroleum Institute -Contributing Member
- American Society of Mechanical Engineering
- B31Q Standard -Committee Participant
- Southern Gas Association -Learning and Development Committee Member
- Frontier College Gas Steering Committee -Participant
- IACET Energy Advisory Board -Contributing Member
- Project Management Institute -Member
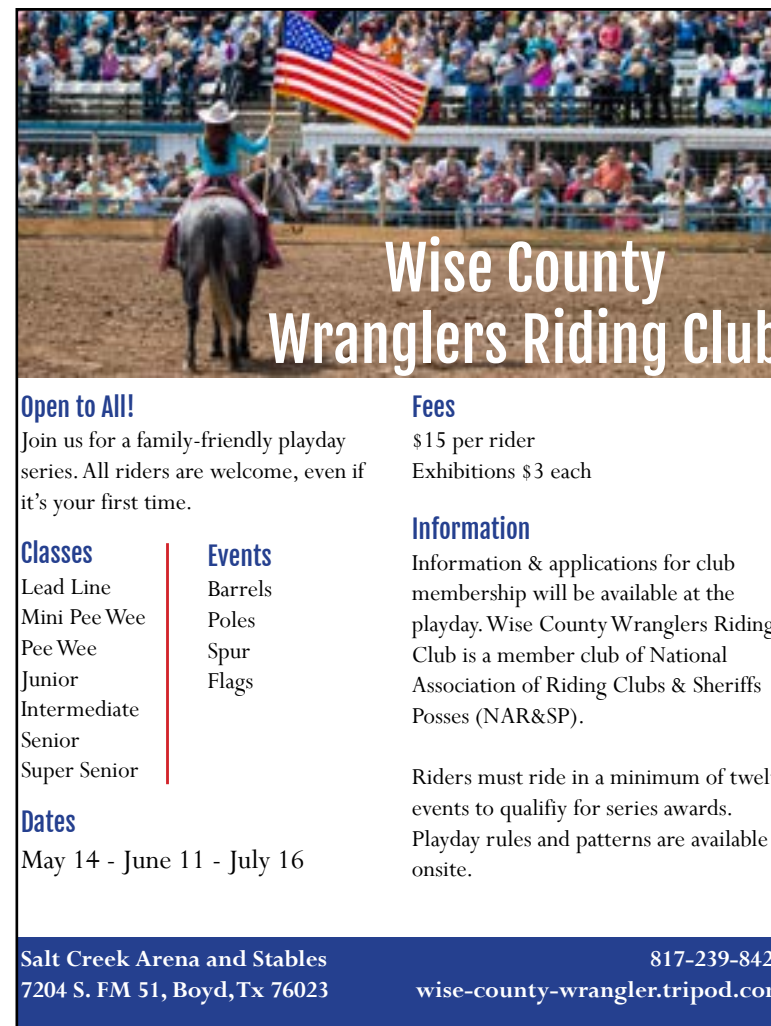- Area Women's Business Network -Member

Résumé

This resume was produced using InDesign. The layout is intended to call the most attention to the left-hand ribbon of information and the description of my current position. The layout design allowed me to make the most of the available space a there are several items I wanted to address that had a short line length.
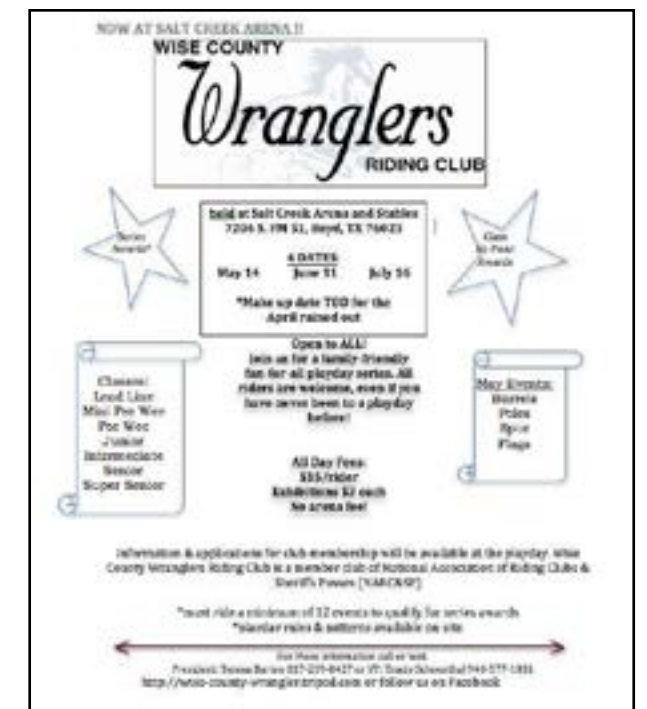
Crystal Stromberg
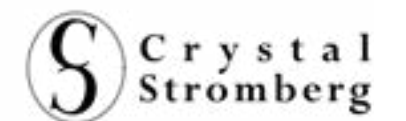
Flyer Redesign

I designed these flyers for a graduate-level design class in Summer 2023. The text in this flyer was written by another author (see original on right). The work is an example of working on a grid to create a successful layout, choosing a successful color scheme, and choosing appropriate typography for a flyer. I have included two redesigned layouts and the original flyer.

The finished product required the use of Adobe InDesign, demonstration of design principles, the use of open source media files, and the ability to critique design flaws and correct the work of others.

WISE COUNTY WRANGLERS RIDING CLUB
PLAYDAY SERIES

OPEN TO ALL
Join us for a family-friendly playday series. All riders are welcome, even if it's your first time.

CLASSES
Lead Line
Mini Pee Wee
Pee Wee
Junior
Intermediate

DATES
May 14 - June 11 - July 16

FEES
$15 per rider
Exhibitions $3 each

EVENTS
Barrels
Poles
Spur

INFORMATION
Information & applications for club membership will be available at the playday. Wise County Wranglers Riding Club is a member club of National Association of Riding Clubs & Sheriffs Posses (NAR&SP).

Playday rules and patterns are available onsite.

Salt Creek Arena and Stables – 7204 S. FM 51, Boyd, Tx 76023 – 817-239-8427 – wise-county-wrangler.tripod.com

Wise County Wranglers Riding Club

Open to All!
Join us for a family-friendly playday series. All riders are welcome, even if it's your first time.

Classes
Lead Line
Mini Pee Wee
Pee Wee
Junior
Intermediate
Senior
Super Senior

Events
Barrels
Poles
Spur
Flags

Dates
May 14 - June 11 - July 16

Fees
$15 per rider
Exhibitions $3 each

Information
Information & applications for club membership will be available at the playday. Wise County Wranglers Riding Club is a member club of National Association of Riding Clubs & Sheriffs Posses (NAR&SP).

Riders must ride in a minimum of twelve events to qualifiy for series awards. Playday rules and patterns are available onsite.

Salt Creek Arena and Stables
7204 S. FM 51, Boyd, Tx 76023
817-239-8427
wise-county-wrangler.tripod.com

ORIGINAL

Applying Grids

I designed these two layouts using the same design grid in two variations. The text in this flyer was written by another author. The work is an example of working on a grid to create a successful layout.

For this assignment, I was limited to using only fonts and layouts to create visual interest. I was working with limitations on the use of colors and graphics.

This product required the use of Adobe InDesign text tools, grid lines, establishing and using a grid, working with design limitations, and demonstration of design principles for fonts.

President of P. F. Chang's China Bistro to speak at UNT lecture series

What: The Executive-in-Residence Lecture Series at the University of North Texas, featuring F. Lane Cardwell Jr., president of P. F. Chang's China Bistro. Presented by UNT's School of Merchandising and Hospitality Management.

Title: Corporate Responsibilities during a Hospitality Recession: Lessons from the Trenches

When: 10 a.m. Nov. 22 (Tuesday)

Where: Ballroom of UNT's Gateway Center, located on North Texas Boulevard between Eagle Drive and Highland Street (801 North Texas Boulevard)

Cost: Free

Contact: UNT School of Merchandising and Hospitality Management at 940-565-2436

The free lecture begins at 10 a.m. in the ballroom of UNT's Gateway Center, which is located at 801 North Texas Boulevard between Eagle Drive and Highland Street. The audience will meet with Cardwell following the lecture from 11-11:30 a.m. Cardwell was named president of P.F. Chang's, a $1 billion upscale restaurant chain serving American Chinese Cuisine, this past February. Cardwell previously served on the company's board of directors and was also a board member from 1999 to 2009.

P.F. Chang's was founded in Scottsdale, Ariz., in 1993 and is named for the company's two founders, one of which was its first chef. With its corporate headquarters in Phoenix, the company has more than 200 restaurants in the U.S., Dubai, Kuwait, Mexico and Puerto Rico, and is the parent company of the casual Pan-Asian restaurant chain Pei Wei Asian Diner. P.F. Chang's also introduced a frozen food line in 2010 and is one of the few restaurant chains recognized by the Gluten Intolerance Group of North America for offering a dedicated menu to diners who must follow a strict, gluten-free diet.

Cardwell, who tries to dine in at least 600 restaurants each year, has worked in the development of 35 different restaurant chains. He was most recently president and chief executive officer of Boston Market, and also served as president of Eatzi's Market and Bakery; executive vice president and chief administrative officer for Brinker International, Inc.; and interim president and chief executive officer of Famous Dave's of America, Inc.

Cardwell received his master of business administration degree from UNT in 1977 and was named a Distinguished Alumnus of the university in 1998. He also has a bachelor's degree in business administration from Southern Methodist University. He is a founding member of the Board of Governors for the School of Merchandising and Hospitality Management's hospitality management program.

UNT News Service Phone Number: (940) 565-2108
Contact: Nancy Kolsti (940) 565-3509
Email: nkolsti@unt.edu

PRESIDENT OF P. F. CHANG'S CHINA BISTRO TO SPEAK AT UNT LECTURE SERIES

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Multi-Page Documents

I wrote and designed this multi-page piece in Adobe InDesign.

For this assignment, I was limited to a few documents with some reporting numbers and a written quote from the sources. For the design, I used variations in line length, leading, gutter size, and text wraps to achieve the finihed product.

This product required the use of Adobe InDesign text tools, establishing and using a grid, using a content guide for language, and working with source limitations.

The City of Tallahassee Case for Investing in Pipeline Safety

Written by Crystal Stromberg, 2023

Press Release

Iwrote the following press release in 2022. This press release is an example of public relations communications and product release notification.

As the Director of Education, it is often my role to work with the brand team and CEO on new product or service press releases as well as client communications. The finished product requires the ability to learn the new product or service quickly, work with the product development team to determine a release deadline, verbalize the key concepts and value, incorporate trending and optimized wording, interview stakeholders and leadership members to obtain quotes, and incorporate several levels of feedback on a tight deadline.

EWN Gains Traction in Asset Management with Release of Tracer

For Immediate Release
Decatur, TX / February 2, 2022 / Energy Worldnet, Inc. (EWN) announced the launch of Tracer Asset Management yesterday, marking the company's entry into the supply chain and asset management market following a long history of success in Operator Qualification and Compliance.

Tracer, an intuitive product designed to help companies maintain a safe working environment through tracking asset life cycles and maintenance, offers a mobile and desktop platform to equip companies with on-demand access and documentation for asset inventories, inspections, and maintenance. Designed with usability as the guiding principle, Tracer functionality starts with a QR sticker on any tool or chosen asset. A mobile scan of the QR code allows users to access the asset status and service availability or complete inspections and upload photos.

In addition to a live, central location for documenting assets, Tracer also boasts the ability to make links with contractor companies, giving hiring companies the ability to verify safe and approved equipment use by contractors on their worksites all through the use of QR codes and online recordkeeping.

When asked about the service expansion into asset management, Energy Worldnet CEO Coleman Sterling stated that *"Tracer was born out of a conversation with one of EWN's longtime clients, a pipeline industry leader. It wasn't necessarily a big jump or ask for us. It's the management of data; it's the application of requirements to a subject, whether that's a person or a tool. Expanding to asset management was a natural step that's very much in our wheelhouse."*

While Energy Worldnet holds a long record of service in the oil and gas industry, EWN Vice President of Enterprise Asset Management Jim Schauer pledges that Tracer is apt for companies in any industry or market segment that relies on tracking assets to adhere to compliance measures. Still, Schauer acknowledges the company's soft spot for its home industry, saying, "From Operators to contractors, to regulators, all have said that we, as an industry, need this. If we can have a field tech scan their equipment and instantly know in real-time if that equipment meets their criteria to proceed with the project, that brings me confidence that we are making the world a safer place to work."

To sign up for Tracer Asset Management or arrange for a personal demonstration, visit ewntracer.com

Energy Worldnet, Inc., headquartered in Decatur, Texas, USA, provides a leading workplace management and information access platform for employee training and certifications, evaluation data, supply chain management, regulatory compliance management and consulting, and enterprise asset management services to industries around the globe.

Technical Content

I wrote the following sample in 2016. This writing is an example of technical course content and the use of SMART goals as learning objectives. During my time as a technical writer at Energy Worldnet, Inc. I wrote over one hundred and twenty technical courses. This content is a small sample of the drafted course and an exam question.

The finished product required my skills in file management, editing, storyboarding, photo editing in Adobe Photoshop, script formatting for English and Spanish voiceover, production into the proprietary LCMS (Learning and Content Management System), and final quality assurance testing.

Pilot-Operated, Pressure-Regulating Device— Inspection, Testing, Preventive and Corrective Maintenance

Purpose

The purpose of this course is to teach the learner verification that the pressure-regulating device is functioning within specified parameters after installation and prior to or during placing in service.
This course also includes the repair or replacement, and alteration or refurbishment of the pressure-regulating device, and actions to keep the pressure-regulating device operating safely and efficiently.

Objectives

Upon successful completion of this course, the learner will be able to:
- Select the information that should be identified through review and verification of records
- Identify the process for performing a test equipment check
- Identify methods for visually inspecting pilot-operated pressure-regulating devices
- Identify the process for conducting a performance test
- Identify steps for performing preventive and corrective maintenance
- Identify the steps for adjusting the setpoint

Regulations

The following Department of Transportation (DOT) Code of Federal Regulations (CFRs) and Occupational Safety & Health Administration (OSHA) regulations apply to this course:
- 49 CFR 192.739 Pressure limiting and regulating stations: Inspection and testing (Section a)
- 49 CFR 192.803 Definitions (Abnormal Operating Condition)

SAMPLE EXAM QUESTION

Which of the following is NOT an advantage of using pilot-operated regulators?
a) They are more sensitive and accurate
b) They have a wider setpoint range
c) They allow increased regulator capacity
d) **They are less expensive**

Job Aid Design

I wrote and designed this job aid in Adobe Illustrator. For this assignment, I used background knowledge from my Project Management Professional Certificaiton and my presentation from a previous speaking event to build the content.

This product demonstrates the use of Adobe CC libraries, as I used my companie's established color schemes. Additionally, I used best practices in line length, alignment, and organization to ensure a visually pleasing and reader-friendly document.

Infographic

I wrote and designed this infographic in Adobe Illustrator using data reports and a related article.

This sample demonstrates my knowledge of gridding, using appropriate typography, using visual design principles, and creating graphs and charts in Adobe Illustrator.

This product required the use of Adobe Illustrator and the Noun Project icons and demonstrated application of appropriate typefaces, text alignment, consideration for fonts on colored backgrounds, and the use of the color theme tool to ensure the appropriate color scheme.
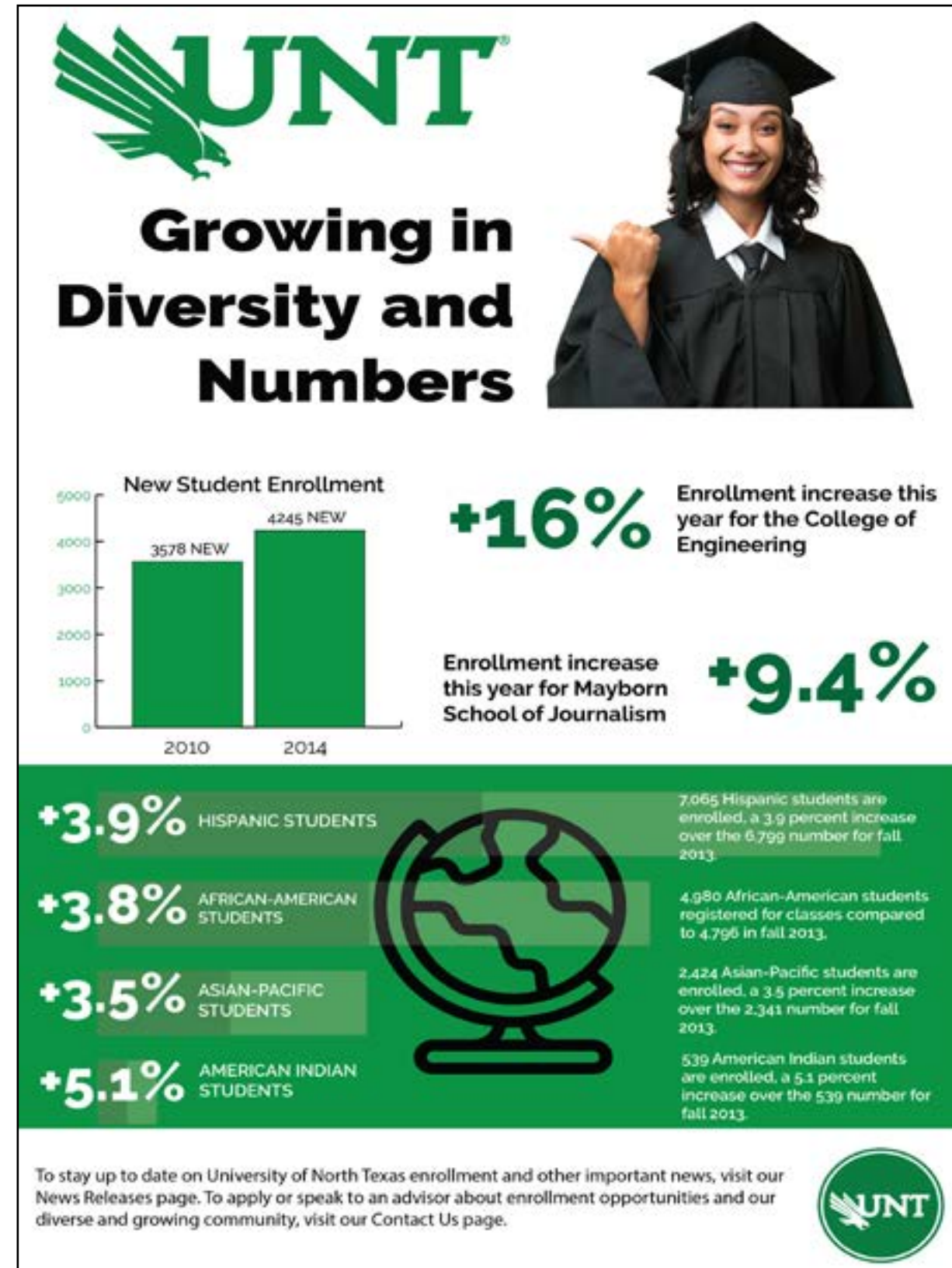
Postcard Design

I designed this postcard-sized flyer in Adobe Illustrator and Adobe Photoshop.

This sample demonstrates my knowledge of Adobe Photoshop as I removed the background from the goldfish and saved the image with a transparent png to be applied to my Adobe Illustrator flyer. I also used Chat GPT to generate content for the flyer.

For the design elements in this example, I used two typefaces with contrasting style, placed the content on a grid, and used various alignement and leading treatments to create visual interest while maintianing the grid.

Dive into Fun!

Splash for Goldfish

Date:
7-3-24

Time:
12 pm - 4 pm

Location:
Bridgeport
Community
Pool

Ready to embark on an exciting underwater challenge?

Join us at the community pool for the thrilling "Splash for Goldfish" event!

Dive in and test your skills in capturing these elusive goldfish in the crystal-clear waters.

Event Highlights

Goldfish Capture Competition:
Show off your speed and agility as you compete to catch the most goldfish in record time!

Water Carnival: Enjoy a fun-filled day with inflatable slides, water games, and fantastic prizes.

Swim Races! Take part in friendly swimming races with fellow enthusiasts and win medals for your exceptional aquatic skills

Snorkeling Adventure: Dive deep and explore the mesmerizing underwater world with our guided snorkeling sessions.

All ages are welcome!
Register now at the Bridgeport Recreation Center or online at bridgeportrecseek.net

Menu Design

I designed this menu in Adobe Illustrator. This sample demonstrates my knowledge of gridding, using appropriate typography, and using visual design principles.

This product required the use of Adobe Illustrator. I also used Chat GPT to suggest appropriate menu dimensions (I used tabloid) and generate a list of general menu sections and items. I used some suggestions and left most off.

Armadillo Cafe

MENU

Starters

BRUSCHETTA
Fresh tomatoes, basil, garlic, and olive oil on toasted ciabatta bread
$8.99

SPINACH AND ARTICHOKE DIP
Creamy spinach and artichoke dip served with tortilla chips
$9.99

CHICKEN SATAY SKEWERS
Grilled chicken skewers marinated in a flavorful blend of spices, served with peanut sauce
$11.99

ARMADILLO EGGS
Fresh jalepenos filled with cream cheese, seasoned with our secret seasoning blend, and wrapped in bacon before being thrown on the grill
$7.99

Beverages

CLASSIC MARGARITA
12 oz
$9.99

SOFT DRINKS AND ICED TEA
Unlimited refills.
$1.99

ICED CARAMEL MACCHIATO
Espresso, milk, caramel syrup, and ice
$4.99

Main Courses

BACKYARD BURGER
Angus beef, gouda cheese, barbeque sauce, and onion strings on a sesame seed bun with french fries
$9.99

BABY BACK RIBS
A full rack of ribs with corn, mashed potatoes, and green beans.
$15.99

GRILLED CHICKEN SALAD
Romaine lettuce, cherry tomatoes, homemade croutons, cheddar cheese, and capers dressed with our famous house dressing (or your choice of Ranch, Italian, or Honey Mustard)
$11.99

GRILLED SALMON
Glazed and grilled salmon with mashed potatoes and broccoli on the side
$16.99

ARMADILLO GRILLED CHEESE
Cheddar cheese, havarti cheese, and gruyere cheese on fresh sourdough with homemade tomato soup
$10.99

Desserts

BLUEBERRY COBBLER
$5.99

ARMADILLO-STYLE CANNOLI
$4.99

Y'all Enjoy!

106 ARMADILLO DRIVE, LAKE BRIDGEPORT, TX   ARMADILLOCAFE.COM

Mockup Design

I designed these album covers in Adobe Illustrator and then used Photoshop to apply them to a mockup template showing a potential finished product.

This sample demonstrates my knowledge of using Illustrator to manipulate images and typography as well as my Photoshop knowledge of mockup capabilities, applying images to templates, and manipulating flat images to fit realistic and skewed mockups.
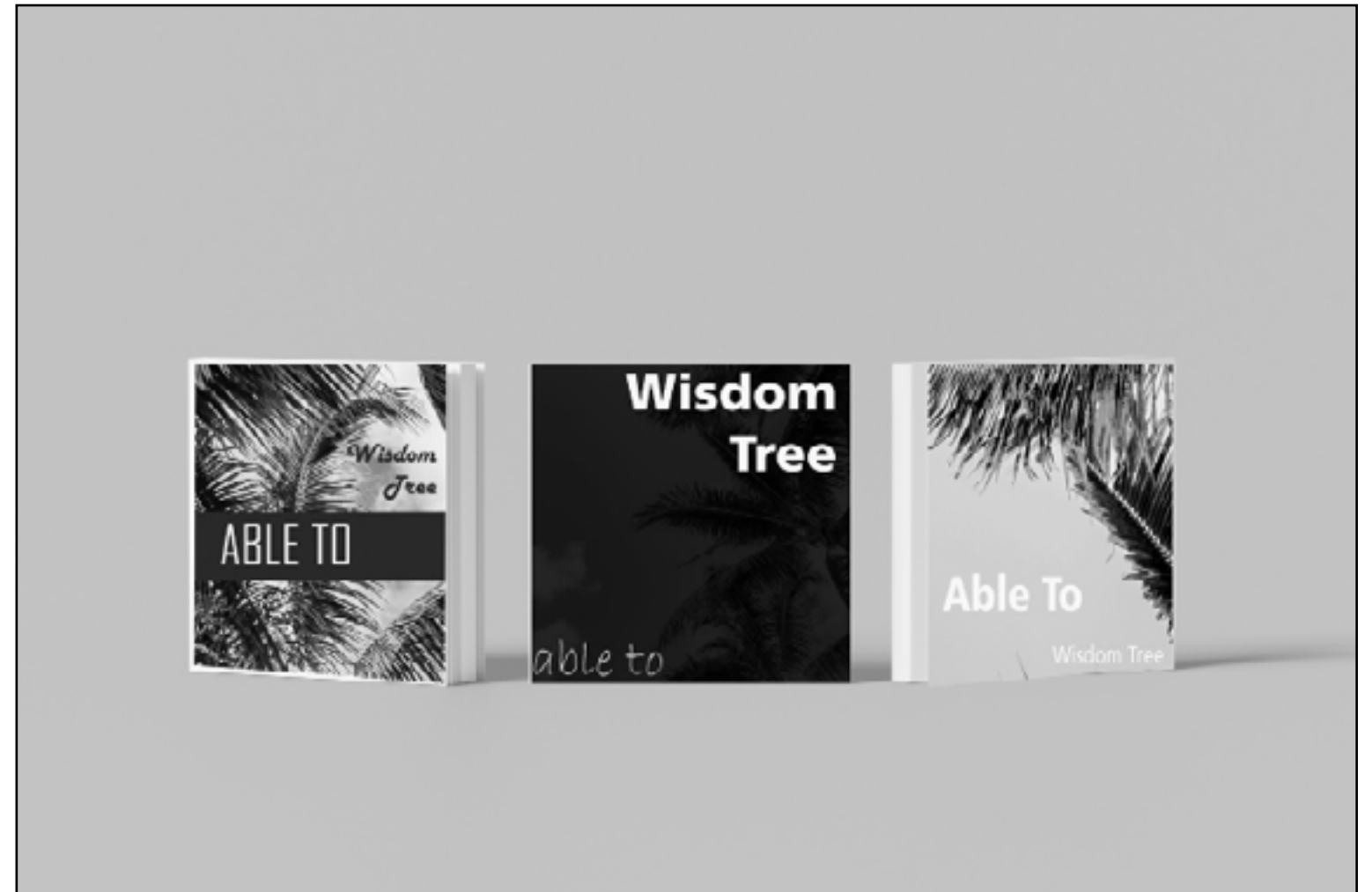
Invitation Design

I designed this 3" x 5" invitation in Adobe Illustrator.

This sample demonstrates skills in using an appropriate layout and white space, typing along a path, arranging objects in layers, using the paintbrush tool for a watercolor effect, applying appropriate typeface combinations, and using an Adobe.color palette in the cc library.

Join Us!

Kenzie
is turning seven

Date:
Saturday,
October 28th

Time:
3 pm - 5 pm

Location:
Level Up
Gymnastics
403 Park Rd. Chico, Tx

RSVP by text message to
Crystal @ 940-577-4117