



# CHRISTOPHER ALAN

// designer by day, vigilante by night!

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## PROFILE

Experienced art director, interactive designer and problem solver with a passion for creativity, simplicity and semantics.

## SKILLS

Art Direction

Sketching, Drawing

Graphic Design

User Interface Design

Photography

Problem Solving

Concept Development

Adobe Creative Suite

Bohemian Sketch App

## EXPERIENCE

### **Art Director at Kohl's** — *August 2015 - Present*

Create processes and efficiencies by introducing new tools and techniques like Sketch, Zeplin, Slack and building design toolkits to name a few. Raising the bar for quality of work from all designers with an inspiring (and friendly) show don't tell attitude. Manage a small near-shore team of designers to help tackle the day to day creative work.

### **Art Director at RadioShack** — *July 2013 - May 2015*

Drove awareness to the newly re-branded RadioShack with a simple and bold execution. Warm – rich colors, large condensed headlines, geometric shapes, and lively design applications for the next generation of technology shoppers.

### **Front-End Developer at Fred Meyer** — *July 2013 - Dec. 2013*

Developed a responsive HTML/CSS email framework designers could use and understand while reducing last-minute changes and bugs for developers which resulted in faster turnaround times for everyone.

### **Interactive Designer at JCPenney** — *Plano, TX June 2011 - June 2013*

Created eye-catching designs for online advertising to increase brand engagement thus increasing click-through rates on average 200%. Collaborated with motion designers to deliver outdoor advertising for the Texas Rangers Baseball Stadium.

### **Web Designer at Tekcenture** — *July 2009 - Sep. 2010*

Re-designed the rogers.com (Canadian telecommunication company) website with a minimalist, mobile focused approach. Designed micro-sites and emails to announce new mobile devices as they were introduced into the market.

#### EXPERIENCE CONTINUED...

##### **Junior Creative at Ariamedia** — *April 2008 – Sep. 2008*

Collaborated with lead designers and developers to deliver a fresh, modern take on government and legal web content management systems.

##### **Graphic Designer at Craftmade** — *March 2007 – April 2008*

Designed a 400+ page product catalog that helped increase sales using Adobe InDesign. Created the packaging for a new brand of outdoor lighting products. Designed the cover art for the yearly promotional DVD that gets distributed across showrooms nationwide.

##### **Genius Admin at Apple Inc.** — *March 2006 – June 2007*

Process received depot repairs including verifying successful repair and contacting customers. Manage customer pick up process for all completed repairs. Assist customers at the iPod/Genius bars who were having difficulty with their Apple products.

#### EDUCATION

##### **Applied Graphic Design Associates Degree at Collin College in Plano, Texas** — *2007*

#### FUN FACTS

I was an amateur boxer for a short while, even have a KO under my belt.

I was backpacking through Japan when the earthquake and tsunami hit in March 2011.

Alan is my middle name, in college as a brand exercise I switched it and it stuck since.



Thanks for reading!