



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

Photoshop, Illustrator

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. Raised the bar of the quality of work from all designers with an inspiring 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 evolution of the RadioShack brand. Bright, rich colors, big bold typography, refreshed photography, and intuitive web design applications created a brand identity 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 approach and a focus on mobile first. 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*

Re-designed the rogers.com website with a minimalist approach and a focus on mobile phone sales. Designed eye catching micro-sites and emails to announce new mobile phones as they were introduced into the market.

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

Designed an easy to use 400+ page product catalog that helped increase sales using inDesign. Created the packaging for a new brand of outdoor lighting products called Tree Frog Lighting. Designed the cover art for the yearly ceiling fan DVD which gets distributed at the showrooms.

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; 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 tsunami hit in March 2011.

My last name is actually Herrmann; Alan is my middle name but sounds more brand-like.



Thanks for reading!