



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, refreshed photography, and lively 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, 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 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!