

## Profile

Multitalented designer with solid career in corporate in-house design, communications, advertising, and marketing departments. Well-rounded problem solver with proven track record of delivering outstanding creative work in print graphics, presentation/proposal graphics, UX design, and motion graphics. Innovative idea generator and executor with true passion for graphic design and visual storytelling that drives attraction and compels action.

## Skills

- Brand Development
- Typography & Color Theory
- HTML, CSS, & Responsive Design
- Project Management
- Digital Photography
- Video & Sound Editing
- Art Direction
- Wireframes & Prototypes
- Logo & Concept Design

## Contact

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[LinkedIn Profile](#)

*"I had the pleasure of hiring Chris and working with him for 8 years... He excelled with any project that was handed his way providing multiple creative, clean, and modern concepts... He is an award-winning expert level designer."*

— quote from  
former manager

## Experience

### Perfect Plan Staging

January, 2021 – Current & July, 2018 – June, 2019

#### Sr. Designer

*Impact: Helped elevate brand and attract new customers.*

- Joined Marketing team of small business, providing a full-range of consultative design services.
- Conceived and recommended optimal graphic design options as key contributor.
- Served as project coordinator, art director, and graphic designer on all marketing/advertising projects.
- Spearheaded daily design for small business.
- Collaborated on all marketing projects to create optimal layouts and images for both printed and digital content.
- Maintained a high-volume workload and performed with absolute accuracy, working on 5 to 7 projects daily with various deadlines.

### LinkVisum Consulting Group

July, 2019 – December, 2020

#### Senior Graphic Designer

*Impact: Enhanced visual design of FAA training content for web-based, instructor lead, and virtual instructor lead training materials, from older inconsistent design styles to a unified, modern, flat-design style, drawing high-praise from both internal team members, and external stakeholders.*

- Provided graphic design support for training development, briefing development, web page content development, newsletter/brochure development, and editing support for Federal Aviation Administration training modules.
- Strengthened FAA training curriculum by creating cohesive graphics that reinforce the training content, and improve the learning experience
- Built modern flat-design style graphics to promote engagement with users and enhance the educational subject matter
- Demonstrated flexibility and adaptability, learning the ropes quickly to excel in a distinct, demanding environment.





## Experience

### General Dynamics

February, 2017 – March, 2018

#### Sr. Graphic Designer

*Impact: Modernized visual design of infrastructure at the Department of Veterans Affairs, earning rave reviews from senior leaders.*

- Played a lead role on team designing visual communication solutions to clearly convey complex OCM strategy for a large federal agency.
- Explained sophisticated processes in easily understood terms by reshaping, remolding, and unifying graphics for both technical and nontechnical audiences.
- Designed on-brand animation/motion graphics to clearly convey complex transition process from local data collection servers to a modern cloud-based environment.
- Created monthly newsletter to illuminate all team's happenings/successes and increased click-through rates with HTML email version (opposed to PDF attachment).
- Interpreted and synthesized complex data into visually appealing graphic layouts with organized, simplified, and digestible bites of information.

### National Court Reporters Association

November, 2015 – November, 2016

#### Graphic Design Manager

*Impact: Elevated brand's design style to improve its overall effectiveness.*

- Hired by previous boss to singlehandedly run graphics/art department, shouldering art direction and creative responsibilities.
- Spearheaded entire design life cycle of each project, meeting all deadlines from initial concept to final delivery.
- Delegated tasks to freelance designers and guided all graphics aspects.
- Rebranded all programs, offerings, and media—revamping image with new tone, look, and feel.
- Helped attract new members and grow ad revenue, therefore pivoting program losses to a breakeven point.
- Owned the brand, serving as its gatekeeper and enforcing all brand standards and guidelines.



## Education

East Carolina University—School of Art,  
Greenville, NC

Bachelor of Fine Arts in Communication  
Arts (Concentration in Graphic Design)

#### Professional Development:

- Several Web Design courses – Northern Virginia Community College
- User Experience (UX) Design – Professional Certificate (Anticipated Summer 2021)

#### Applications

- |                          |                      |
|--------------------------|----------------------|
| • Adobe After Effects CC | • InVision           |
| • Experience CC          | • Microsoft Excel    |
| • Illustrator CC         | • PowerPoint         |
| • Indesign CC            | • Publisher          |
| • Photoshop CC           | • Word               |
| • Premiere Pro CC        | • Principal          |
| • Axure                  | • Sketch             |
| • Balsamiq               | • WordPress          |
| • Figma                  | • Visual Studio Code |
|                          | • Atom               |

#### Soft Skills

- |                             |                    |
|-----------------------------|--------------------|
| • Collaboration             | • Problem Solving  |
| • Communication             | • Taking Criticism |
| • Creativity                | • Technology       |
| • Leadership                | • Time Management  |
| • Planning and Organization |                    |

