# Chris Stevens
## Senior Visual Designer

## 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.

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# 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 Fall 2021)

### Applications

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

### Soft Skills

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

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