



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.

CONTACT

- Leesburg, VA
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- [LinkedIn Profile](#)

SKILLS

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

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 | 1/21 - current & 7/18 - 6/19

Visual 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.
- Currently upgrading company website. Utilizing UX principals, responsive frameworks, such as Flexbox and CSS Grid to create an inviting, useful and modern site.
- 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 | 7/19 - 12/20

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 | 2/17 – 3/18

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 | 11/15 – 11/16

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

SOFT SKILLS

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