

# RESUMÉ

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## PROFESSIONAL EXPERIENCE

### **Thompson Creative : ACD/Freelance** 2012 > Current

Responsible for messaging, design and implementation of B2C direct mail, email as well as support materials including collateral, interactive, packaging and identity.

### **North State Communications : Senior Art Director** 2010 > 2011

Responsible for messaging, design and implementation of B2B and B2C direct mail, email, and collateral.

### **Factory256** 2008 > Current

Graphic design in traditional print media including brochures, posters, packaging, identity programs as well as web based media.

### **ShapiroWalker Design : Senior Designer** 2006 > 2008

Graphic design in traditional print media including brochures, posters, packaging, identity programs as well as web based media.

### **Woodruff Sweitzer : Director of Design** 2005 > 2006

Direction of design and interactive projects within agency. Creative development, performance and salary reviews of designers within design group. Provide design solutions for both print and interactive media.

### **Webster Design Group : Senior Art Director** 2003 > 2005

Multiple duties including design solutions to projects; presentations and comps; website design; on-site training and instruction; assistance in group projects during down-time as needed.

### **M Creative : Senior Designer/Director of Media Design** 2001 > 2003

Overseeing strategic and creative development of both static and dynamic websites; site architecture; usability tests for websites' functionality; implementation of creative development across traditional print media including brochures, posters, packaging, identity programs.

### **Virtuoso Interactive/Coyne Beahm : Senior Designer** 1999 > 2001

Overseeing strategic and creative development of static and dynamic websites; implementing creative development and design concepts across traditional print media.

### **Heard & Associates : Associate Creative Director** 1996 > 1999

Hired to "Take the creative to the next level." Overseeing of free-lance and staff and gathering project details, conveying details and data to design team, providing creative and workable strategies, contributing design solutions and direction.

### **LongHaymesCarr (Mullen) : Sr. Designer/ACD** 1990 > 1995 and 1997 > 1999

Providing impetus for creative output in 4-6 person internal design and collateral group; assignment of group projects, new business presentations, client meetings, general project management. Also recruiting of design talent, assisting with internet initiatives, personnel reviews, salary increase compensations.

## EDUCATION:

### **East Carolina University**

Bachelor of Fine Arts (BFA) in Communication Arts : Graphic Design

### **Appalachian State University (Currently enrolled. GPA 4.0)**

Master's of Arts in Educational Media/Instructional Technology with a concentration in New Media and Global Education

## CLIENT EXPERIENCE:

Duke University

University of Missouri : Columbia

Central Methodist University

Salem College

American Hebrew Academy

Columbia Independent School

IBM

Lowe's Foods

Wachovia Bank

Boone County National Bank

Duke Energy

Levi Strauss

RJ Reynolds

Primo Water

A.T. Still University

Whole Foods Market

Wonderbra

Siemens

Diamond Pet Foods

Salem Baking Co.

Wake Forest University

## AWARDS AND RECOGNITION:

Graphic Design USA

Create Award

International Best of Packaging

PRINT Regional Design Competition

HOW Computer Design Competition

NC American Institute of Graphics Arts (AIGA) Award

International AIGA Award

New York Festival Bronze Award

Mobius Award

PRINT's Best Corporate Identity

ECHO Award