

Hello

My name is Chris

**Designer.
Creative.
Thinker.
Leader.
Techie.**

chris@cre8tive.ninja • cre8tive.ninja

Professional Skills

Microsoft Office	
Javascript	
AutoCad	
Adobe Photoshop	
Adobe Illustrator	
Adobe Indesign	
Corel Draw / Painter	
Final Cut Pro	
Adobe After Effect	
Adobe Premiere	
Media 100	
Microsoft Windows OS	
Apple iWork	
Apple OS	
Apple/Android OS	
Graphic Design	
Video Production	
Web Design	
Photography	
Marketing	

Education

International Academy of Design & Technology

June 2003-June 2008 • Bachelor of Fine Arts

- Visual Communication Major

DEDICATED PROFESSIONAL
WITH 16+ YEARS EXPERIENCE.

Experience

Fashion World Ent., Inc.® [Bohyme® & Original Remi®]

July 2019 - April 2020 • Associate Creative Director (Design)

An international manufacturer of high-quality hairpieces, hair extensions, and wigs.

- Showcased the skillsets & experience necessary to make sound business decisions, competently manage and develop direct reports, set strategic direction, and influence internal/external stakeholders to follow that direction.
- Lead overall vision, design, production, and execution processes for all design, branding, packaging, and marketing efforts.
- Lead in updating 42-year-old, Bohyme brand voice, and identity.
- Lead innovative UX/UI redesigned of web presences.
 - Traffic spiked in Nov. 2019: 43% via direct, 40% via organic searches, 38% via social media, 14% via email campaigns
 - Form & Button Conversions: 365.7% Increase
- I provided the perfect mix of creativity, tactical execution, and leadership skills to a wide variety of projects including digital and print graphic design, website design and management, marketing campaign implementation, technical support, video productions, and interior design.

Create Second Power® (Cre8²)

February 2006 - February 2019 • Creative Director

Multi-media branding and marketing, production and design solutions company.

- Developed and delivered award-winning products that communicate the visual brand language, usability, and success of the market.
- Set strategic direction and overseen consumer advertising & promotion plans. Maintain up-to-date competitive benchmarking.
- Demonstrated awareness of global trends and the ability to articulate design vision around these influences.
- Contributed to the creative culture and build opportunities for relationships. Mentored and leaded designers, guided projects, inspired through example, infused design passion and helped build a strong internal team.
- Lead in recruiting and hiring new members for the design team. [6 members]
- Maintained a high standard of customer service and professional guidance, Promoted a culture of pride, passion, and integrity. [over 25 clients]
- Developed and execute strategic marketing and communications plans and initiatives that drove revenue.
- Helped to translate the brand vision into beautiful and compelling digital and print assets spanning a wide range of marketing and brand collateral, including but not limited to event signage, environmental graphics, web site, etc.

Illinois Credit Union League® / LSC®

October 2015 - August 2016 • Associate Creative Director

Providing advocacy, information, Legislative support, education and compliance resources as the primary trade association for credit unions in Illinois.

- Worked alongside the Marketing Director to develop design concepts and directions for marketing materials, campaigns, and multiple projects.
- Created layouts, mockups, and prototypes required to illustrate design ideas to other departments and management.
- Managed multiple design projects at once. Creating timelines, overseen design directions, ensured all deadlines were met, confirmed clients were satisfied, and troubleshoot any issues that may arise during the duration of the project.

Apple Inc.®

August 2008 - October 2013 • Genius

- Provide customer service through technical support by methods of component isolation and diagnosing technical issues with all Apple hardware and software.

