



**Christopher John**  
**Graphic Designer**  
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### **SUMMARY:**

Graphic Artist and Illustrator with 10 years of professional experience in fields ranging from real estate to pharmaceuticals - developing advertising, branding, packaging, web and video. I enjoy projects that challenge my creativity and skills, and I am always looking to find new ways to add to my abilities. I am highly skilled in a wide range of print and digital formats, and very personable thanks in part to my customer service background. I am seeking a position that will grow my career and strengthen my skill-sets.

### **PROFICIENCIES:**

- Logo Design and Branding
- Ad Development
- Packaging Design
- Project and Traffic Management
- Illustration
- Digital and Print campaigns
- Creative Writing
- UI and UX Web Design
- Typography
- Publication Layout and Design
- Event Coordination
- Traditional Art
- Strong Interpersonal Skills

### **TECHNICAL SKILLS:**

- Adobe InDesign, Illustrator, Photoshop, and Dreamweaver
- QuarkXpress
- HTML & CSS
- Video Editing (After Effects, and Premier)
- Pre-press capability
- Mac and PC platforms
- MS Office

### **PROFESSIONAL EXPERIENCE:**

#### **Art Director, CoreNet Global | 2014-2015**

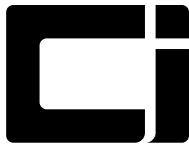
CoreNet Global is a non-profit organization servicing the Corporate Real Estate profession through education, networking, events and their bi-monthly magazine, *the LEADER*, which is seen by over 9,000 readers worldwide. As Art Director, I developed each issue of the magazine and supported the graphics needs of all departments.

- Responsible for all aspects of *the LEADER* magazine from pagination to print
- Work with global events staff to develop annual Summit series theme, branding, and imagery
- Develop branding and style for new and existing departments and services
- Create videos for promotional use on websites and keynotes and Summit series
- Design and code landing pages, email campaigns, and work with web programmer(s) to develop new sites.

#### **Lead Graphic Designer, Meda Consumer Healthcare | 2009-2014**

Formerly Alaven Pharmaceuticals, Meda Consumer Healthcare developed new over-the-counter brands such as Bifera, and rejuvenated existing branding including Contac, Geritol, and Vivarin. I was responsible for the development and maintenance of all packaging, advertising and promotional/signage materials.

- In charge of all packaging and pre-press for new and existing brands, coordinating with outside vendors and printers
- Project Manager for coordination of signage and samples for product sample events
- Designed and built Meda Consumer Healthcare corporate website
- Development of Brand Standards for all products and corporate identity
- Transitioned packaging and labeling of all acquired brands in record time
- Ad development for B2C and B2C publications including *Maxim Magazine*, *Parade Magazine*, *Women's Health*, and *Pharmacy Times*
- Supported Meda Pharmaceutical division with signage, packaging and email/web design
- First Meda Consumer Healthcare employee to earn Meda's Dollars of Distinction award.



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### **PROFESSIONAL EXPERIENCE (continued):**

#### **Production Designer, Lionheart Publishing | 2007-2008**

Lionheart Publishing produced trade publications serving a wide range of industries from construction to restaurants to horse owners. I developed two of these magazines (1 bi-monthly, 1 quarterly), and worked with the Design department to produce advertising and web media.

- Publication Designer and print coordinator for Building Stone Magazine (2007-2008)
- Publication Designer and print coordinator for Patient Safety & Quality Healthcare (2007-2008)
- Assistant Designer for Paso Fino Horse World (2008)
- Development of original illustrations and creative for multiple additional publications including Association of Kentucky Fried Chicken Franchisees (AKFCF) and Operations Research and the Management Sciences (ORMS).
- Worked with advertisers to design multiple paid ads.

#### **Graphic Designer, Grafique | 2006**

A small agency, Grafique offered in-house services to a wide range of clients. I supported multiple projects on my own, worked with the Art Director to develop branding and campaigns, and supported the parent IT company, LANScapes, by offering over the phone technical support to clients.

- Developed new branding for Mulberry Street Methodist Church - Macon, GA (2006)
- Produced the Freescale Benefits Booklet 2006, 2007 - Freescale Semiconductor, Inc, (2007)
- Designed the Waffle House 2007 Benefits Guide and Benefits Guide logo - Atlanta, GA (2006)
- Met with clients to determine scope of the projects, and would present concepts

#### **Resolution Expeditor, The Home Depot | 2005-2006**

Provided customer service as part of The Home Depot's Store Support Center, including troubleshooting escalated service issues, installation assistance, and conflict resolution with customers. Worked with store managers and contractors to ensure customer satisfaction.

#### **Technical Support/Illustrator, CompuTaught | 2004-2005**

Served as part of CompuTaught's Technical Support Call Center and assisted in troubleshooting and resolving customer's issues. This included walking the customer through the Online or CD course instructions, diagnosing network connection issues and locating and fixing bug within the programs. Illustrated educational components for the courses.

### **SELECT WORKS:**

- **The LEADER Magazine** (2014 – 2015) – publication, digital issues, advertorials
- **CoreNetGlobal 2015 Summit** (2015) – branding, website, email, brochures, signage
- **Vivarin PAXEast Contest** (2014) – development, branding, landing page, email, social media
- **Meda Consumer Healthcare website** (2013)
- **MidNite Ad Campaign** (2013) – Maxim, Delta Sky, Entertainment Weekly
- **Vivarin Caffeine Alertness Aid website** (2013, 2014) – website redesign
- **Geritol "Feel Better, Do More" Ad** (2012) – Parade Magazine
- **Balneol "Dry Paper" Insert Ad** (Spring 2010) – National newspaper distribution
- **Building Stone Magazine** (2007 – 2008) – publication, advertorials
- **Waffle House 2007 New Hire Benefits Book** (2006)

### **EDUCATION:**

**BFA Graphic Communications, Kennesaw State University | 2000-2004**