

chrisarella

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|-------------------------|---|
| position sought | Art Director / Sr. Graphic Designer |
| relevant history | Computer Generated Solutions [February 2007 – Present] Microsoft Technical Specialist, Technology Solutions & Training Advisor Products Inc. [August 2003 - January 2007] Art Director AdvisorSites, Inc. [January 2000 - August 2003] Senior Graphic Designer DSA Community Publishing [August 1999 - January 2000] Graphic Designer |
| summary | Exceptional artistic and technical abilities. 8 years experience in the design serves industry Outstanding record in client satisfaction. Train and lead a team of graphic designers. Customer and vendor negotiations. Customer project design and implementation. Work stream management. Poised and professional with top management and support staff. |
| skills | Manage a team of designers. Conceptualize, price, and manage full-scale marketing efforts across print and web mediums. Website design that follows standards in XHTML, CSS and accessibility. Corporate identity development and positioning. Identify opportunities and up-sell clients to meet their changing needs. Fiery Front-end Print Server management and operation. Digital print production and prepress specialist. Operation of bindery equipment (folding machine, cutter, creaser, drill-press). |
| accomplishments | Work included designs for offset printing, digital printing, Web site design. Client work includes projects for: Financial Alternatives, Bernstein Design, American Portfolios, and Bonnie Garelick Interior Design. Key player in the conceptualization, pricing, process forming, and implementation of several new product concepts. Design and managed in-house marketing efforts including corporate identity, positioning, corporate website (www.advisorproducts.com) , full-service catalog brochure, targeted broker/dealer brochure, targeted breakaway broker brochure, proposal designs, web-based client resource management tool, web-based content management tool (BackOffice), stationery, and custom paper clips. Managed relationships and negotiated deals with outside print vendors for standardized products costs. Played an integral roll in the launch of an On-Demand, variable-data print delivery via website interface for clients, including solving issues and limitations when dealing with branding and personalization of templates in PageFlex Persona. Implemented the graphics portion of the process for converting custom newsletter clients to a variable-data workflow. Negotiated a deal with PunchStock stock digital photography where our firm received a 15% discount on all stock photography purchased, free research, personal light boxes for each artist, and high resolution comping images to streamline the production workflow. |

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awards

Graphics.com Editors Choice for Logo Designs (September 2006)
Graphics.com Editors Choice for Graphic Design (September 2006)
CoolHomePages.com Design Award Winner (April 2006)
Graphic-Design.com. Site of the Month (April 2006)
Creative Public's Top 10, Designer of the Month (March 2006)

applications

Expertise in:

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|-----------------------------------|-------------------------------|
| Adobe PhotoShop | Adobe Illustrator |
| Adobe ImageReady | Adobe Acrobat |
| Quark Xpress | Adobe InDesign |
| Adobe Dreamweaver | Adobe Flash |
| Adobe Fireworks | Microsoft Office |
| Microsoft Visual Studio | Microsoft SharePoint Designer |
| Microsoft Office SharePoint Sever | |

Working knowledge of:

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| Adobe GoLive | Microsoft Visio |
| PageFlex Persona | |

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|---------------------------|---------------------|
| KNSBrakes.com | OutpostMedia.net |
| BarnesInvest.com | BernsteinDesign.com |
| FinancialAlternatives.com | FundMastery.com |
| KeatsConnelly.com | MarinoStram.com |
| PremierPlanning.net | WhiteOaksWealth.com |
| AdvisorProducts.com | |

education

Hendriks Institute
Graduated 1999
660 North Welwood Ave.
Lindenhurst, NY 11757

contact

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Extensive Portfolio available online at <http://design.chrisarella.com>