**GRAPHIC DESIGNER** **Christopher A. Jones**

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**SUMMARY**

As a graphic designer, I've been an integral part of projects for clients ranging from major cable television providers and mental health organizations to dance instructors and musicians. I take great pride in providing top-quality, imaginative design work with quick turnarounds, helping forge my client's concepts and visions into concrete and visually engaging design work. My career experience has shaped my ability to simultaneously balance multiple accounts, deadlines, and personalities. Working in both corporate and creative spaces has allowed me to flex my creative muscles and continues to challenge me to provide work that enables all my clients to stand out from the crowd.

**PROFESSIONAL EXPERIENCE**

***Freelance Graphic Designer*** | Downingtown, PA | June 2000 - Present

*Responsible for conceptualization, organization and production of web and print designs using Adobe Creative Suite and Microsoft Office applications. Foster recurring client base, budget and manage projects and deadlines for various design clients.*

* Increased market presence of Ahnu Footwear through design of on-stage and sales booth banners used during *Michael Franti & Spearhead’s* “Soulshine” Tour
* Designed book covers and direct-mail brochure for nationally renowned student leadership speaker,
*Jerry Franklin Poe*, to help increase visibility and target audience connection
* Facilitated art direction and design of promotional and merchandising materials for domestic and international sales of recording artists *Stereotytans*, *My Peoples*, *Manicato* and *Native Elements*
* Created one-sheet and promotional materials for independent film “Daily Grind,” to help generate audience buzz at the *South by Southwest Music and Film Festival*

***Digital Asset Automation Engineer*** | TK Interactive | Cherry Hill, NJ | February 2017 – February 2024

*Responsible for preparing, onboarding, and maintaining print and digital marketing materials and images for use on the company’s proprietary automated marketing platform, BrandSrv. Assisted in the development and training* o*f employees in best practices for designing, onboarding and maintaining creative content*

* Managed the application of brand standards for professional and college sports team partners in the design of images and marketing creative for Cox Cable’s sports marketing campaigns
* Assisted with design and layout of several books for the National Football League (NFL) for various league-wide initiatives and business memorandums
* Worked internally with the Tech Manager and Development team to beta test and approve updated functionality of the BrandSrv automated marketing platform

***Finishing Operator* |** Flextronics (formerly Depuy Synthes) **|** West Chester, PA | January 2013 – November 2015

*Utilized various machines and processes, focused primarily on screen printing, to finish raw materials used in the construction of graphic cases used to house implantable medical devices and surgical tools.*

* Assisted in Green Belt project to streamline screen printing process, leading to increased in-house printing production, resulting in over $500,000 of cost avoidance savings
* Trained employees in FDA regulated screen printing manufacturing process
* Assisted our department’s mechanical engineer in the revalidation of the nylon coating system
* Participated as a team member of the in-house audit team to review and update compliance with newly integrated quality system specifications

**PROFESSIONAL EXPERIENCE (cont’d)**

***Co-Founder/Art Director/Bass Guitarist* -** Stereotytans | Philadelphia, PA | February 2015 – Present

*Managed and performed in multiple creative and business capacities, live performances, art direction, graphic and web design with an all-original, independent concept band.*

* Performed multiple live shows at venues and comic cons in the Philadelphia area
* Directed and edited music video for band’s single, “Stranger Machine” which is available for download on all major streaming platforms
* Designed and maintained the band’s branding through creation and design of t-shirts, stickers, business cards, website, promotional concert flyers, album recordings, music distribution, marketing and sales

***Senior Advertising Designer*** - San Mateo County Times | San Mateo, CA | June 2004 – April 2006

*Served as lead designer on a small team in the advertising department of a daily newspaper. Consulted with nine sales reps, and directly with clients, to provide suggestions and direction on specific advertising needs and deadlines.*

* Designed in-house ads for daily issues, special sections, promotional and “print and deliver” materials
* Redesigned as needed and/or formatted designs from other designers or agencies to adhere to design specifications for use in both regular and classified sections of the paper
* Conducted interviews of junior employees, trained them in department specifications and managed them through day-to-day tasks and activities

**EDUCATION/TRAINING**

***Master Web and Graphic Design Course*** | Springhouse Education & Consulting Service|Exton, PA

*Continued education certificate courses, focusing on:*

* Adobe AfterEffects
* Adobe Illustrator
* Adobe InDesign
* Adobe Photoshop
* Adobe Premiere
* Microsoft Excel
* Microsoft Outlook
* Microsoft PowerPoint
* Microsoft Word
* HTML5 and CSS3
* JavaScript & JQuery
* Project Management Courses

***Bachelor of Art with Communication Arts Option (Graphic Design)*** | Millersville University of Pennsylvania|Millersville, PA

**SPECIAL SKILLS/INTERESTS**

* Hand drawing
* Painting
* Bass Guitar Player
* Video Editing