

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

12 YEARS

of design experience

600 weeks of hard work | 24,000 hours of managing deadlines

OVER 1,440,000 minutes of creative thinking

HELLO, MY NAME IS

CHRIS ROWE

ART DIRECTOR | STRATEGIC THINKER | VISUAL COMMUNICATOR

I use my creativity to bring other people's passions to life. As an art director and strategic thinker, I focus on providing leadership while streamlining efficiency to create clean elegant designs that connect with key audiences.

VISUAL RESUME

TRADITIONAL RESUME BELOW

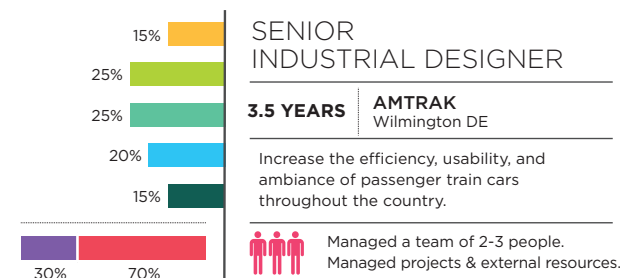
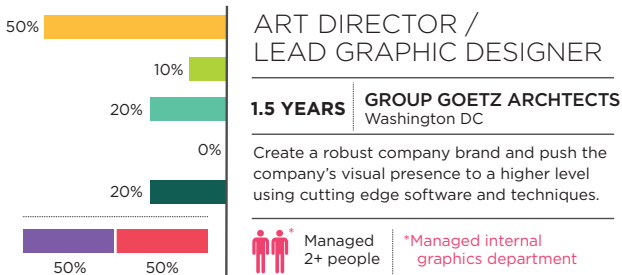
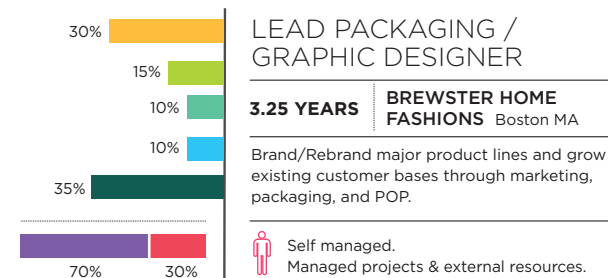
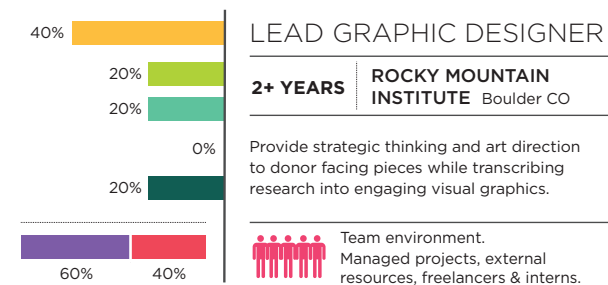
✉ chris@designbycr.com | 📞 302 593 3413
 📁 www.designbycr.com | 📍 Denver, CO

THANK YOU! IT'S ALWAYS NICE TO BE RECOGNIZED

- 📖 **MULTIPLE INFOGRAPHICS PUBLISHED**
Featured in various design books & online media
- 🏆 **2008 INTERNATIONAL DESIGN AWARD**
Good Design - Graphics & Packaging
- 👁️ **2008 DESIGN JUDGE**
SMPS COMMUNICATION AWARDS
Washington DC Chapter

TIMELINE WORKING THROUGH THE DETAILS TO CREATE UNIQUE SOLUTIONS

My diverse career has exposed me to a wide variety of projects in the design industry which allows me to try new fields and expand my knowledge base. I've worked hard to implement that knowledge when tackling challenges to create a wide range of impactful design solutions.



DESIGN PROCESS

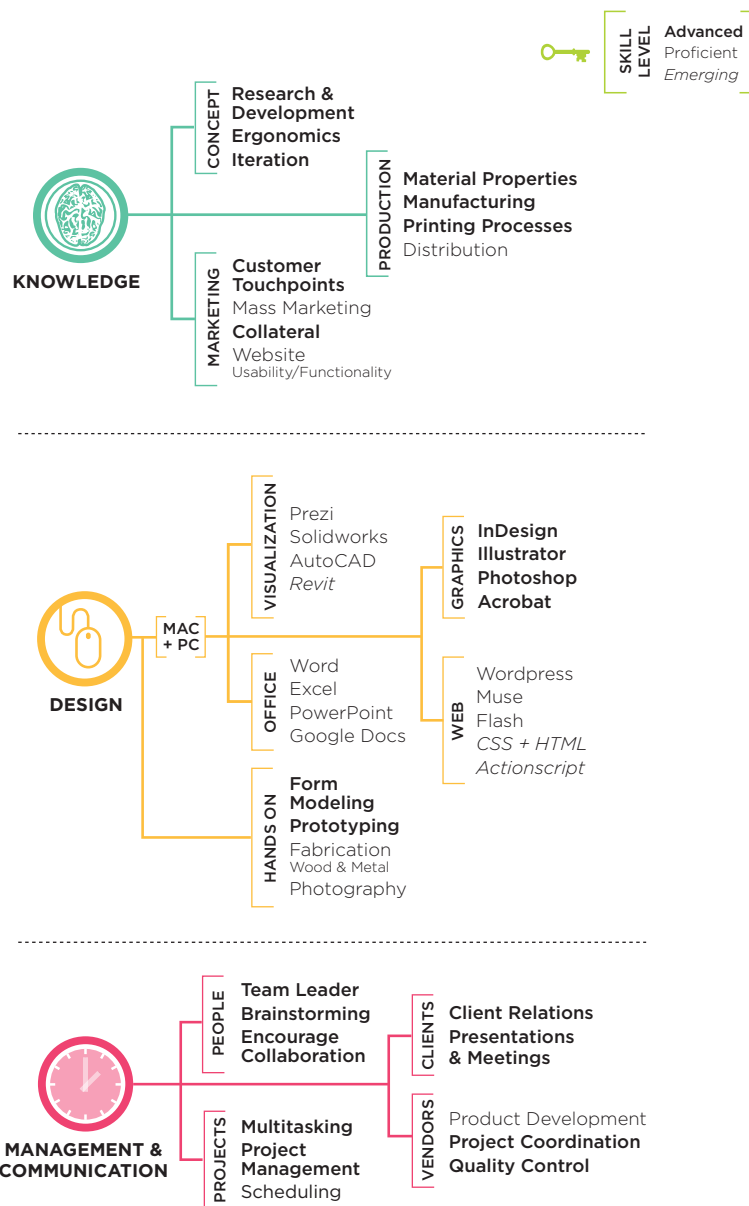
- ART DIRECTION**
Strategic Thinking
Brand Standards Management (People/Projects)
- CONCEPTUALIZATION**
Brainstorming
Iteration
R&D
- VISUALIZATION**
Infographics/Diagrams
3D Modeling
Rendering
Animation
- PROTOTYPING**
Ergonomics
3D Form Studies
Full-Scale Mock-ups
Material Sampling
- PRODUCTION**
Design Implementation
File Preparation
Proofing
Fabrication Drawings

OUTPUT

- PRINT**
Magazines/AR
Reports
Collateral/Proposals
Brochures
Advertising
Signage & Displays
- DIGITAL MEDIA**
Web Design
Web Graphics
Reports
Presentations
Promotions
Software Advancement

SKILL SET EVOLVING WEB OF TOOLS AND TECHNIQUES

I have always held the opinion that the more ways you can look at a problem, the more complete the solution will be. I highly value my career as a multi-faceted designer, and use my versatility when approaching new projects. My diverse knowledge and skill set provide a foundation to create unique and innovative designs.



Freelancing provides a great way to develop and create all the crazy ideas floating around in my head. A way to fill voids that 9-5 jobs don't fill. It's a hobby, a release, an incubator and a way to give back.

Many of my freelance projects are opportunities to help support the community and the small businesses within it. People who need help getting on their feet whether it be through branding, digital support or printed pieces.

To be a great designer, one must remain well rounded, open-minded & motivated to fuel curiosity through the combination of determination, talent & collaboration.

THE INTANGIBLES DESIGN IS MORE THAN FLASHY GRAPHICS

- PERSONALITY**
style / presence / expression
- KNOWLEDGE**
open mindedness / adaptability
- OBSERVATION**
influence / information gathering
- COMMUNICATION**
collaboration / brainstorming
- DESIRE**
determination / motivation
- IMPLEMENTATION**
talent / iteration
- STABILIZATION**
unwavering / strong & steady under pressure

CLEARING THE MIND RECHARGING THE BATTERIES

Stepping back is an important part in creating great design. Bringing outside influences into a design makes it more well rounded and relatable to a larger audience. These influences often create a spark or way to view a problem from a different angle. They often help good ideas become great solutions.



TRAVELING
Traveling helps me expand my knowledge and influence through people, culture and tradition.



EXPLORING
Getting outside to explore the world via hiking, snowboarding, sailing & camping are just some of the ways I love to relax.



MUSIC
Music can change your mood or mindset in an instant. Whether playing or just listening, it affects my life every day.



BREWING & COOKING
There is nothing better than hanging out with friends, brewing beer and cooking great meals!

CHRIS ROWE

TRADITIONAL
RESUME

ART DIRECTOR | STRATEGIC THINKER | VISUAL COMMUNICATOR

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SKILL SETS & ACHIEVEMENTS

DESIGN SKILLS

DIGITAL

Advanced Skills:

Adobe Indesign CC, Adobe Illustrator CC,
Adobe Photoshop CC, Adobe Acrobat CC

Proficient Skills:

Adobe Muse CC, Prezi, Wordpress, Solidworks, AutoCAD,
Adobe Flash, MS PowerPoint, MS Word, MS Excel, Google Docs

Emerging Skills:

CSS + HTML, Action Script, Revit

Operating Systems:

Mac + PC proficient

HANDS ON

Photography, Full Scale Form Modeling, Prototyping,
Fabrication {Wood + Metal Shop Experience}

MANAGEMENT & COMMUNICATION EXPERIENCE

Art Direction, Project Management, Multi-tasking, Client Relations,
Team Leadership, Vendor Coordination, Quality Control

KNOWLEDGABLE EXPERIENCE IN...(KNOW HOW)

Research & Development, Ergonomics, Concept iteration, Material
Properties, Manufacturing, Printing Processes, Distribution, Branding,
Customer Touchpoints, Mass Marketing, Collateral Systems, Web Design

PROFESSIONAL ORGANIZATIONS & HONORS

2010-Present - Multiple Infographics published
Featured in various design books & online media

2008 International Design Award
Good Design - Graphics & Packaging

Judge for the SMPS Communication Awards
2008 - Washington DC Chapter

Industrial Design Society of America,
2004 - 2008, Professional Member

EDUCATION

Graphic & Web Design Classes, 2007
Delaware College of Art & Design

Bachelor of Science in Industrial Design, May 2003
Virginia Polytechnic Institute and State University (Virginia Tech)

EXPERIENCE

LEAD GRAPHIC DESIGNER

1/2013 - Present

ROCKY MOUNTAIN INSTITUTE

Boulder, CO

ROLE: Provide strategic thinking and art direction to donor-centric facing pieces while transcribing technical research into engaging visual graphics.

- Strategic blog redesign spurred the growth of RMI's online presence resulting in tripled daily readership.
- Art direction of RMI's tri-annual magazine & annual report overhauls resulted in design & production times being reduced by half while creating a higher demand among donors leading to higher donations.
- Management, focused art direction, and deadline management with internal/external department, vendors, and freelancers has decreased the design teams budget by a third.
- Use of infographics—converting complex scientific data into easy to understand visuals—has increased RMI's popularity across social media.
- Concepted and designed user interface experiences for multiple website projects have yielded record high visitor click rates.
- Reinforced company brand standards throughout the institute to form a uniform voice which resonated with RMI's audience.
- Created multi-million dollar pitches for upper management staff use around the world.

LEAD PACKAGING & GRAPHIC DESIGNER

5/2009 - 12/2012

BREWSTER HOME FASHIONS

Randolph, MA

ROLE: Brand/Rebrand major product lines and grow existing customer bases through marketing, packaging, and POP.

- Realigned multiple in-house brands to form a unified voice which strengthened brand positioning and increased shelf presence.
- Revamped the packaging design process within the department which lead to more efficient work flows and better consistency.
- Updated user interfaces/design on company websites to create an online presence and to incorporate flexibility of new technologies.
- Developed new product brands, packaging, and photography selection.
- Collaborated with licensed products to brand new product lines, develop packaging and brainstorm marketing strategies.
- Worked with clients to create custom displays and signage.

ART DIRECTOR & LEAD GRAPHIC DESIGNER

7/2007 - 11/2008

GROUP GOETZ ARCHITECTS

Washington, DC

ROLE: Create a robust company brand and push the company's visual presence to a higher level using cutting edge software and techniques.

- Grew the company brand amplifying a unified voice both domestically and internationally across print and digital platforms.
- Art directed and managed in-house graphic design department, streamlining design processes and project management to reduce operating cost without a reduction in output.
- Produced high-end print graphics for multi-million dollar clients including marketing collateral, client brochures, and proposals.
- Brainstormed and implemented digital presentations for seminars, client projects, and developer road shows.
- Generated highly detailed design renderings using cutting edge technology to enhance client pitches and project funding.
- Combined architectural drafting and massing with detailed visual elements to create more robust graphics for proposals and permitting.

SENIOR INDUSTRIAL DESIGNER

2/2004 - 7/2007

AMTRAK

Wilmington, DE

ROLE: Increase the efficiency, usability, and ambiance of passenger train cars throughout the country.

- Conducted R&D to create improved passenger flow, efficient work areas and comfortable environments within new and remanufactured train cars for both employees and passengers.
- Created 3-D computer models, animated walkthroughs, digital presentations and full scale prototypes to flush out designs.
- Managed signage and graphic standards throughout the country.
- Coordinated efficient work schedules between external vendors and fostered new relationships with product manufacturers.

FREELANCE DESIGNER

5/2003 - Present

CHRIS ROWE DESIGN

Many of my freelance projects are opportunities to help support the community and the small businesses within it. People who need help getting on their feet whether it be through branding, digital support or printed pieces.

ON THE SIDE

LACROSSE COACH: Spring Seasons 2005, 2006, 2007

TRAVELING: Learning about cultures, people and traditions.

EXPLORING THE OUTDOORS: Hiking, Camping, Sailing, Snowboarding

OTHER INTERESTS: Furniture Making, Brewing/Cooking, Playing music