

# CHRIS SANDERS

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## KEY STRENGTHS

**Problem solving expert:** Listen closely to client needs, then apply innovative strategies to deliver creative solutions on time and within budget.

**Hands-on client management:** Provide expert guidance from initial concept to successful launch.

**Branding consistency:** Ensure uniform designs across multiple channels such as newsletters, micro-sites, banner advertisements, and social media platforms.

**User-friendly design:** Create clean and approachable looks that connect with the target audience.

**Flexibility:** Manage up to twenty-five clients per year, easily transitioning from independent businesses to major corporations such as Georgia Pacific Professionals (Brawny) and Johnson & Johnson.

## AGENCY ROLES

### Senior Designer, Solutionset, San Francisco, CA (August 2011 to current)

Designed print ads, websites, and videos for such clients has **Nike**, **EMC<sup>2</sup>**, **Jive**, **Cord Blood Registry**.

### Interactive Art Director, Anderson DDB, San Francisco, CA (January 2007 to July 2009)

Successfully implemented design projects for the following clients:

**Johnson & Johnson (OneTouch):** Developed cohesive brand look across multiple channels including consumer based website, newsletters, banner advertisements, and an interactive micro-site for "More Power to You" campaign which ran parallel to television and print advertisements.

**Medtronic (X-Stop Spacer):** Conceptualized and designed patient-focused website.

### Production Artist/Junior Designer, The Graphic Works, Montara, CA (August 2004 to April 2006)

Worked directly with clients to design print materials, advertisements, and websites. Developed long-term relationships and continue ongoing maintenance for numerous clients.

## FREELANCE ROLES

(Recent Projects)

### Nitrogen SF (formerly Dorland Global)

As Front End Developer, worked closely with Art Director and Creative Director to create American-based online presence across all platforms including mobile and tablet.

### Brawny (Georgia Pacific Professionals) "Great American Worker" campaign

Front-end flash plus XML development from campaign micro-site to banner ads. Worked closely with Creative Director, Art Director and Georgia Pacific Professionals development team.

### Novo Nordisk "Changing My Diabetes" campaign

Partnered with Boomerang Advertising to art direct complete redesign of "Changing My Diabetes" website. Created online tools for simple at-home diabetes testing.

### Mavericks Properties

**Half Moon Bay Brewing Company:** Develop and maintain all online promotion including website, newsletters, and advertising campaigns. Oversee branding consistency across social media avenues.

**Mavericks Roadhouse:** Design and develop interactive micro-site that integrates into e-commerce platform.

**Complete client list available upon request**

## EDUCATION

### College of California of Arts & Crafts

BFA in Illustration & Design, San Francisco, CA (2004)

## ACCOLADES

Awarded "Top 20 Best Beer Website" for Half Moon Bay Brewing Company.

## SOFTWARE PROFICIENCY

■ Expert ■ Intermediate ■ Beginner

<b>Ps</b> Photoshop	<b>Ai</b> Illustrator	<b>DW</b> Dreamweaver	<b>PDF</b> Acrobat Pro	<b>Id</b> Indesign	<b>Fl</b> Flash	<b>Ae</b> After Effects	<b>Fw</b> Fireworks
<b>HTML</b>	<b>CSS</b>	<b>JQUERY</b> Javascript	<b>AS</b> Actionscript	<b>WP</b> Wordpress	<b>PHP</b>	<b>SVN</b> Subversion	