

CHRIS GUTHRIE

address
1012 Orchid Avenue
Modesto, CA 95355

tel 209.571.8469
cell 209.602.7363
url www.simplisticdesigns.com
email c.guthrie@simplisticdesigns.com

Qualifications Profile

Highly creative and multitalented Graphic Artist, recognized for producing a wide range of successful and innovative materials through various creative mediums, seeking a senior web development position. Brings over 12 years of extensive experience in multimedia, marketing and print design as a senior graphic and web designer, application developer, and 3d animator. Exceptional collaborative skills; dynamic team player with extensive experience in client and vendor relations; talented at building and maintaining successful partnerships. Inventive creator of unique marketing strategies and campaigns; accustomed to multi-tasking and performing under tight time constraints. *Creative experience in the following:*

Web & Multimedia

Web Development / Programming
Web Design
Database Design
SEO Expertise
Video Editing & Production

Print

Logos & Corporate Identity
Brochures & Sales Collateral
Product Packaging
Tradeshow Graphics

3D / Photography

3D Prototyping
Modeling & Animation
Product Photography
Photo Editing

Professional Experience

Lead Graphic Designer, ETL Modesto, CA 2003 - Present

Oversees all creative projects and staff, responsible for consistently meeting deadlines, requirements, and the overall quality of work produced by the creative department. Successfully translates objectives and outlines provided by the Marketing Manager into creative strategies and manages projects from concept to completion. Leads and directs the creative team in the production of advertising and marketing collateral for all media types including but not limited to websites (Internet and Intranet), videos / presentations, packaging, brochures, advertisements, catalogs, direct mail campaigns, and corporate identity.

Key Achievements:

- Increased web site retail revenue from \$8,000 to over \$250,000 annually
- Created and presented materials and collateral which brought on several million dollar accounts
- Streamlined manual data tabulation procedures using online applications and back end databases saving the company over 960 employee hours per year

Website Design and Development, GIG Design Oakdale, CA 1999 - 2003

Programmed, designed, updated and maintained the company site, gigspot.com. Prototyped and completed various menu and user interface designs for clients to select from. Developed and updated several client interaction sites that served as an online resource for project previews and status updates during the web site production process. Created a variety of web and print materials, including banner ads, flyers, CD covers, and logos.

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Key Achievements:

- Increased web traffic by 150% which brought in thousands of dollars in revenue for the company
- Won the 2003 American Design Award for gigspot.com
- Established trusting relationships with several high profile clients including Bruce Dowad, Stroke 9 and Janet Jackson

Owner / Freelance, Simplistic Designs Modesto, CA 1997 - 2003

Collaborated with clients to successfully translate subject matter and company objectives into concrete effective design for a wide variety of materials including, web sites, corporate identities, sales brochures, solicitation flyers / postcards, presentation materials, posters, and newsletters.

Education

Modesto Junior College, Modesto, CA - Graphic Design, 2001-2003

CSU, Stanislaus, Modesto, CA - Business Administration - Management, 1997-2001

Skills

Software

Full Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Acrobat), Adobe Lightroom, Adobe After Effects, Final Cut Pro, iLife, iWork, Full Office Suite, Coda, Campaign Enterprise, Cinema 4D, 3D Studio Max, OSX and Windows

Programming Languages

HTML, XHTML, DHTML, CSS, PHP, ASP, JavaScript and JavaScript Frameworks, AJAX, XML, MySQL, MS SQL, Access

Other Abilities

Advanced knowledge of web standards, cross browser/cross platform issues, professional level product and portrait photography, 80+ WPM typing