

from the creative mind of

# ChristopherAlan

## address

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## experience

**Freelance Designer** Dallas, TX June 2008 - Present

*Client: Neiman Marcus Group*

Created numerous email campaigns that increased the click-rate for their clothing items.  
Designed several graphic headers for the Neiman Marcus website which helped increase web purchases.

*Client: Coppell Heating & Air Conditioning, Inc.*

Developed a new 6+ page website including a PHP contact form to help increase new customer growth.

*Client: Guy Mezger's Combat Sports Club*

Created business cards that included a unique title system to help identify the expertise of all the trainers.  
Designed t-shirt hang-tags for the clubs clothing merchandise to aid in a faster checkout experience.

**Web Designer, Tekcenture, Inc.** Irving, TX July 2009 - Sep. 2010

*Client: Rogers Communications, Inc.*

Redesigned the Rogers.com website with a minimalist approach & a focus on their mobile phone offerings.  
Designing eye catching micro-sites and emails to announce new mobile phones as they hit the market.  
Conceptualizing user interfaces and designs for kiosk machines and mobile phones.

**Junior Creative, Ariamedia, Inc.** Addison, TX April 2008 - Sep. 2008

Turned the City of Allen's website into a successful online tool that was easy to use for the citizens and staff.  
Designed a unique way for the Town of Addison to showcase their staff utilizing CSS/XHTML and Javascript.  
Designed the State Tax Group website with a focus on getting the user's attention while maintaining readability.

**Graphic Designer, Modis IT** Dallas, TX March 2007 - April 2008

*Client: Craftmade International Inc.*

Designed an easy to use 400+ page product catalog that helped increase sales using InDesign.  
Created the packaging for a new brand of outdoor lighting products called Tree Frog Lighting.  
Designed the cover art for the yearly ceiling fan DVD which gets distributed at the showroom.

*Client: Stream Energy*

Designed icons for the customer web portal that were easy for the customer to understand and use.  
Created interactive web animations and splash screens using Adobe Flash.  
Assisted the web developer with creating a bill management system for Stream Energy's customers.

**Genius Admin, Apple Inc.** Southlake, TX March 2006 - June 2007

Manage the day-to-day administrative activities of the service business.  
Process received depot repairs including verifying successful repair and contacting customers.  
Manage customer pick up process for all completed repairs.  
Assist customers at the iPod/Genius bars who were having difficulty with their Apple products.

## education

Collin County Community College Plano, TX — Applied Graphic Design Associates Degree 2007

## proficiencies

Pencil & Paper

Adobe's Creative Suite (Photoshop, Illustrator, InDesign, Flash, Dreamweaver)

XHTML/CSS & jQuery

Detail Oriented & A Creative Thinker

## activities & awards

Member of the Dallas Society of Visual Communications

Winner of the 2007 DSVC Best Sophomore Portfolio Award

Enjoy working with paint & pencil mediums to create traditional art