chris
vanpelt

multidisciplinary designer

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Experience

Graphic Designer
2022 - 2023

Bigleaf Networks

- Designed and implemented a comprehensive visual system, including a new logo, color palette, typography, and graphic elements, ensuring consistency across all brand touchpoints.
- Created compelling marketing materials, such as brochures, flyers, and presentations, to effectively communicate the company's value proposition and engage potential clients.
- Developed and executed innovative website designs, focusing on user experience and visual appeal, resulting in an enhanced online presence and increased user engagement.
- Collaborated with cross-functional teams to design and optimize user interfaces for web and mobile applications, ensuring intuitive navigation and seamless user interactions.

Creative Director
2016 - 2021

Trackers Earth

- Developed and art-directed cohesive marketing assets for an innovative education provider.
- Designed diverse digital and print collateral, ads, books, social media, and marketing campaigns.
- Conducted a comprehensive survey of the existing digital presence and revamped the user experience for a subsidiary technology startup.
- Led coordination of large and small projects, synthesizing ideas from internal stakeholders with a team of creative professionals.

Lead Designer
2015 - 2016

Off the Wall Media

- Designed and coded custom WordPress themes, taking on various design projects for high-profile clients and organizations.
- Managed the entire web development process, including design, development, and deployment, with expertise in WordPress backend.
- Collaborated with internal teams in account management, development, and social media to ensure cohesive product development and marketing.

Lead Designer & Developer
2013 - 2015

Peculiar

- Became chief designer of three high-circulation magazines, leading a team to produce captivating publications.
- Strategically redesigned all three titles based on the latest research to target specific market segments while maintaining brand coherence.
- Undertook a wide range of additional projects, including magazine spreads, logos, ads, brochures, and billboards.
- Designed and hand coded custom WordPress themes for clients in medical, educational, and service industries.

Skills

Photoshop

InDesign

Illustrator

Premiere

After Effects

HTML 5

CSS3