

Chris Galvin

PORTFOLIO

www.chrisgalvindesign.com

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor's Degree
Graphic Design

AWARDS

- Type Directors Club of New York
- Graphic Design USA
- Super Star Award
Sears Holdings Corporation
- Mom's Choice Awards
Best in Family Friendly Media
- University & College Designers Association
- University of Illinois
Dean's List

CONTACT

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Chris Galvin Design Frankfort IL

Freelance Creative & Art Direction 2016-2018 / 2007-2013

Chris Galvin Design: A creative studio specializing in design solutions that strengthen brands through enhanced marketing and business strategies. An extensive portfolio of UI/UX design, web, mobile, print, and identity design. Responsibilities as business owner include: acquiring and maintaining clients, setting project budgets and schedules, providing creative direction, project management, and hands-on design services – all while working quickly and efficiently to deliver on budget and on time. Provide creative services in partnership with corporations and agencies, as well as project based work with small businesses, entrepreneurs, and start-ups.

FEATURED CLIENTS: Argonne National Laboratory, Marriott International, Sears Holdings Corp, Life Fitness, Equity Residential, Chrysler/Fiat, Dunlee/Philips Healthcare, MyLife Home Health Care, Rempres LLC, Public Relations Society of America in Silicon Valley

Yes Lifecycle Marketing Chicago IL

Art Director 2015-2016

Yes Lifecycle Marketing: A marketing services provider that helps brands connect cross-channel customer experiences to facilitate conversion, drive revenue, improve ROI, and increase brand value. Art directed the Marriott Rewards targeted marketing campaign – a cross-channel initiative promoting Marriott International and it's 19 hotel brands. Projects consisted of Facebook ads, Google and Criteo banner ads, emails, and website landing pages for two separate customer segments. Fully implemented a 50 page style guide and orchestrated the photo shoot strategy. Managed a senior designer and worked directly with content strategists to develop and deliver compelling content on a monthly basis. Assisted with additional client initiatives when needed.

FEATURED CLIENTS: Marriott International, Marriott Rewards, Aetna, Coventry Health Care

Sears Holdings Corporation Hoffman Estates IL

Associate Creative Director 2014-2015 / **Art Director** 2013-2014

Sears Holdings Corporation's Integrated Retail Labs: An in-house agency that fuses technology and retail environments to build customer and associate experiences for Sears and Kmart. Managed a team of UI/UX designers that created complex user interfaces, with a focus on web and mobile applications built upon responsive design methodologies. Lead the creative direction of corporate technology products including: ShopSears – a mobile point of sale and customer consultation application; GameOn – a metrics and data analytics platform utilized to drive employee engagement and performance; and Segno – an on-the-job learning management portal gamified to reward employee achievement. Designed as a suite of products, these next generation systems allowed for quick-to-market solutions, improved process flows, and reduced production expenses. Additionally responsible for the creative direction and design of the ShopYourWay in-store touch screen kiosks for Sears and Kmart. Worked for multiple business units in a cross-disciplinary environment including product teams, designers, developers, engineers, copywriters, and project managers.

FEATURED CLIENTS: Sears, Kmart, ShopYourWay Rewards

Tanagram Partners Chicago IL

Senior Designer 2005-2007 / **Designer** 2000-2002

Tanagram Partners: An award-winning design agency. Collaborated with strategic teams to build creative user-centered web solutions. Served as project lead for branding and print initiatives. Projects ranged from websites and web applications to corporate identities and annual reports. Mentored a team of designers, worked directly with UX and development, managed client relationships, and provided project management support.

FEATURED CLIENTS: Life Fitness, Equity Residential, Equity Lifestyle Properties, Preferred Hotel Group, Acquity Group/Accenture Interactive, Cohen Financial, Valence Health, Naperville Park District

Life Fitness Rosemont IL

Senior Designer 2004-2005

Life Fitness: A worldwide leading manufacturer and distributor of innovative fitness equipment. Worked within the creative services department to design and produce multi-page product catalogs, brochures, print ads, trade show booths, retail environmental graphics, and additional marketing communications for a variety of North American and international markets. Mentored a team of junior designers, copywriters, and freelancers.

FEATURED CLIENTS: Life Fitness, Hammer Strength

Expand Beyond Chicago IL

Senior Designer 2003-2004 / **Designer** 2002-2003

Expand Beyond: A start-up and early pioneer in designing mobile user experiences for database administration and enterprise system management. Responsibilities as lead designer consisted of art directing multiple projects in a fast-paced environment – such as our mobile product user interface design, company promotional material, ad campaigns, trade show booths, and the design and development of the corporate website. Directly supported multiple business units including C-level executives, sales, marketing, engineering, and operations.

FEATURED CLIENT: Expand Beyond