



CAREER SNAPSHOT

- 15+ years experience designing for both agency and client side creative groups
- Experience leading and managing design teams
- Experience with B2C and B2B marketing
- Serious conceptual firepower & aesthetic vision
- Meticulous attention to detail
- Ability to direct, lead and critique creative work
- Ability to manage multiple projects and deadlines concurrently
- Excellent verbal and written communication skills
- Bachelor's Degree in Graphic Design

LEADERSHIP
 PEDIGREE
 INSIGHT
 DETERMINATION
 EXCELLENCE
 GRIT

FOLLOW



Freelance Art Director/Designer Branding, Video Editing, and Social Media/Content Copywriting

(Temp, Staffing/Recruitment and Self-Employment)

Early 2013 – Late 2021

Notable Clients/Assignments:

- Creative Circle** // Dallas, Texas
- Digital First Media** // Denver, Colorado
- MOBS Marketing** // Denver, Colorado
- Sandia Advertising** // Colorado Springs, Colorado
- JC Penney** // Plano, Texas



Ignite Matchmaking Service (No Longer in Business)

Mid 2008 – Mid 2012 // Arvada, Colorado

Art Director/Brand Creative, instrumental in the growth and execution of branding and conceptual strategies; defining voice and tone across all advertising channels and audiences (B2C)

- Media included print, social, radio, OOH, and digital



Innovative Consulting Group

Mid 2008 – Late 2009 // Lakewood, Colorado

Freelance art direction/graphic design for print and web (B2B & B2C multi-collateral marketing, identity and branding)



Velocity Media Inc. (Full-Service Boutique Agency)

Early 2007 – Mid 2008 // Denver, Colorado

Creative Director who developed and oversaw concept, design, and strategic vision/execution of client accounts and agency projects including but not limited to digital, print, OOH, and broadcast

- Actively participated in new business pursuits and pitches
- Provided messaging for a variety of print and broadcast creative, including promotional and branded ad content and collateral
- Managed all facets of broadcast production including script writing, casting and supervision of editors and/or motion artists
- Initiated overhaul of Velocity brand and identity



McClain Finlon Advertising (Freelance Production Artist)

2005 – Late 2006 // Denver, Colorado



Art Direction
Storytelling & Branding



Copy / Script Writing
Print Design



Audio/Video Editing



Digital Design



chris *fairica*
 ART DIRECTOR