

CHRIS AD/DESIGNER FARIA

PASSIONATE ABOUT

Branding, Big Ideas, and Killer Design.



LEADERSHIP
PEDIGREE
INSIGHT
DETERMINATION
EXCELLENCE
GRIT

- **Sabbatical** (Pertaining to Family and Professional Study/Career Development)
2017 – 2018

- **Freelance & Temp** (Creative Services)

2013 – 2017 // Denver, Colorado

Notable Clients/Assignments:

Digital First Media // Denver, Colorado

George K. Baum & Company // 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

- **Freelance** (Ad Genie Creative)

2005 – Late 2006

- **Denver Newspaper Agency** (Denver Post/Rocky Mountain News)

Late 1999 – Mid 2005 // Denver, Colorado

Print and Interactive Designer who consistently performed beyond job title to provide art direction and new business development ideation for both newspaper Design Groups

- Concepted and developed live and spec creative, managing multiple deadlines and concurrent projects across numerous media channels and constituents
- Attended training and development to support the needs and demands of an increasing online/digital workload
- Demonstrated ability to fill-in for copywriters

CHRIS AD/DESIGNER FARIA



Art Direction
Storytelling & Branding



Copy / Script Writing
Print Design



Digital Design



Audio/Video Editing



B.F.A.

Graphic Design/Visual Communication
Arizona State University



Animation/Motion Graphics

Typography & Design

HTML 5 & CSS3

WordPress

EDUCATION / TECHNICAL