

# J. CHRISTOPHER ROCHESTER

VIEW MY PORTFOLIO AT:



JCHRISTOPHERDESIGN.COM



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## EMPLOYMENT

October 2016 - March 2018

### Designer - Casas Adobes Flower Shop

Floral design, product photography, IT consultant

June 2012 - December 2016

### Creative Director - Savaya Coffee Market

Savaya was originally a web design client with Foxtie. By June of 2012 Savaya's business had expanded to support a dedicated creative director. I have designed many full page magazine ads, in-store signage, packaging, and marketing materials.

July 2010 - June 2012

### Creative Director & Owner - Yellow Brick Code

My duties closely mirrored those with Foxtie. Additionally, I took a lead role in YBC's marketing, leading our SEO and internet marketing efforts, as well as creating the successful Cornerstone Campaign which provided local non-profits with access to YBC's services.

October 2009 - July 2010

### Creative Director & Owner - Foxtie

In addition to my standard web design duties, I was responsible for client/project management, budget tracking, and third party resource management.

September 2008 - October 2009

### Senior Web Designer - AnchorWave

Responsible for the design and development of unique web pages, graphics, multimedia, GUIs for external clients as well as internal projects.

June 2007 - February 2008

### Marketing Art Director - Madden Media

Supervision of two junior designers, conceptualization of new campaigns, design review of all marketing products, lead designer of corporate rebranding of Madden Media, prepress proofing and file preparation.

November 2006 - June 2007

### Marketing Senior Designer - Madden Preprint Media

eblast campaign design and HTML coding, magazine ad design, account proposal design, direct mail including process and spot design.

November 2003 - July 2006

### Owner and Lead Designer - J. Christopher Design

Floral design, gift basket design, delivery, marketing, photography, e-commerce website development and maintenance.

## EDUCATION

August 2005

### Bachelor of Arts: Art History

The University of Arizona  
Tucson, Arizona

May 1998

### High School Diploma

St. Gregory College Prep School  
Tucson, Arizona

## QUALIFICATIONS

Experience as a small business owner  
Graduate of the University of Arizona

Fifteen years of hands-on graphic design experience

Advanced illustration and 3D rendering skills  
Innate understanding of computer software

Enthusiastic can-do attitude

Dedicated and take ownership of projects

Excellent communication skills

Professional

Prepress experience

Web development knowledge including:  
WordPress, CSS, and some PHP experience

Thrives in structured environments

Appreciate both positive and negative feedback

## AWARDS & COMMUNITY SERVICE

2012

31st Annual Addy Awards Event Underwriter

December 24, 2010

CSS Design Awards Site Of The Day

2007

Silver Addy Award - Magazine Self Promotion

2003-2006

Board member & newsletter editor: PFLAG

2005

Corporate sponsor of the Wingspan Dinner

1999

Nugent Scholarship, University of Arizona

Spring 1999

Most Valued Customer Liaison: Wild Oats

Winter 1997 and 1998

Outstanding Choral Performance,  
NAU Jazz and Madrigal Festival

1997

Exceptional Vocal Solo, Tucson Music Festival

1998

Actor, Senior Awards:  
St Gregory College Prep School

1995

Inducted: National French Honor Society