

J. CHRISTOPHER ROCHESTER

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JCHRISTOPHERDESIGN.COM



4551 N. Camino Gacela, Tucson AZ 85718



Christopher@jchristopherdesign.com



520-440-9663

EMPLOYMENT

October 2018 - Present

Creative Director - McFadden Gavender Advertising

McFadden Gavender is a leading CPG marketing agency. I lead the development of creative for a \$1.2 million annual ad budget, appearing in national pubs such as, Elle, InStyle, and Harper's Bazaar. Packaging comps were regularly developed into print ready art, requiring a deep understanding of press requirements. I specialized in creation of 3D renders for comps and advertising. My duties included management of team of three designers.

June 2012 - December 2017

Creative Director - Savaya Coffee Market

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

October 2009 - June 2012

Creative Director & Owner - Yellow Brick Code

I acted as this web agency's primary designer. Additionally, I was responsible for client/project management, budget tracking, and third party resource management. 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.

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

During my time at Madden Media, I lead their corporate re-branding. I supervised two junior designers, conceptualized of new campaigns, reviewed all marketing products, and conducted 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, bookkeeping, 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

Twenty years of hands-on graphic design experience

Advanced 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

GETTING PERSONAL

What's your biggest strength?

Communication

What's your fantasy job?

Goat farmer

What's the last book you read?

Scott Kelly's book about his year in space

What is your most marked characteristic?

My sense of humor.

What is your personality profile?

INFP

What is the quality you most like in a person?

Empathy

What is the trait you most deplore in yourself?

Avoidance

What is the trait you most deplore in others?

Pettiness

What is your greatest extravagance?

Fresh squeezed orange juice

Where would you most like to live?

Vancouver Island

What is your motto?

Don't let the perfect be the enemy of the good", because it's a constant struggle for me.