



CHRISTI WILLIFORD, ART DIRECTOR

OBJECTIVE

To partner with an individual, small business or corporation on a contract or by project and utilize my creative design skills, project management and estimating experience to deliver compelling and inspiring results for the client, the team, and the overall business.

STRENGTHS

20 years of art direction, digital and print design, illustration and print production
Project management
Creating estimates, tracking budgets and schedules
Coordination and direction of staff, freelance employees and vendors
Client services and project presentation
Photo direction, scanning and retouching
Proof inspection, color correction and press supervision
Preparing electronic print files for web use and office archives
Adaptable to diverse creative environments
Excellent sense of color and a fine eye for detail

TECHNOLOGY

Proficient in InDesign, Illustrator, Photoshop, QuarkXPress and Adobe Acrobat
Working knowledge of web design/production applications and the PC platform

WORK EXPERIENCE

Elemental Studio Communication Design Seattle WA - Principal, 2002-Present

Various clients and markets including ad agencies, design firms and small businesses. Recent work includes brand strategy and implementation for No Vote Left Behind, a Seattle music community political organization.

Produced and hosted a Seattle workshop for entrepreneurs called BrandU, presented by a Los Angeles-based branding company.

Hadley Green Creates Seattle WA - Freelance Art Director/Designer

Design and implement corporate brand collateral and advertising for Microsoft such as Microsoft TV identity campaign; Russell Investment Group national brand awareness campaign, including print and TV advertisements; and Muckleshoot Casino direct mail campaign.

DHL (Airborne Express) Seattle WA - Art Director/Senior Designer, 2002-2004

Modernized the Airborne Express brand and developed transitional branding through a corporate merger. Responsible for management of projects, freelance designers, photographers and copywriters. Projects included corporate advertising campaign and marketing support.

Charette Communication Design San Francisco CA - Art Director/Senior Designer, 2001-2002

Created and implemented various branding, corporate advertising and web design projects. Participated in client meetings and project management. Projects included brand development of Angelwash, an online laundry service, and advertising campaign for Latham & Watkins LLC.

naylor & chu San Francisco CA - Senior Designer, 1999-2002

Created and implemented corporate identity, branding, marketing, advertising, web design and environmental signage projects for corporate and local markets. Projects included branding, signage and collateral for Ygnacio Center, a Walnut Creek CA real estate campus.

Freelance Designer San Francisco CA, 1999-2000

Designed and produced seasonal work for The Gap, Inc. and Joe Boxer, including product labels and packaging. Designed invitation and ad for Peet's Coffee store opening at Young and Rubicam.

Gensler Studio 585 San Francisco CA - Designer, 1998-1999

Designed and created mechanicals for retail environmental signage and print projects, including interior and exterior signage system for Moscone Center West, San Francisco CA.

Square Peg Design Emeryville CA - Junior Designer/Art Director, 1996-1998

Created and managed environmental signage and print projects in both local and international markets. Projects included interior signage system for Amway Japan Limited, Tokyo.

The 1996 Olympic Games Committee Atlanta GA - Internship, Summer 1995

Design and prepress.

EDUCATION

BFA in Graphic Design and Illustration, University of Georgia, *magna cum laude*

COMMUNITY INVOLVEMENT / SPECIAL INTERESTS

Public Relations Chairperson, Seattle Graphic Artist Guild; King County Media Artist Registry;

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