

CHRIS FORD

Graphic Designer • Website Designer • Video Designer



chrischrisart.com



linkedin.com/in/chrisford011

PROFILE

A graphic designer+ with a diverse love for the arts • 10+ years of direct work experience, and a vast amount of digital skills used to tackle many programs in: graphic design, website design, video and audio design, internet marketing, social media marketing, plus...

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SKILLS

Photoshop



Illustrator



InDesign



After Effects



Final Cut Pro X



Website Design



Logic Pro X, Wordpress CMS, Facebook Ads, Amazon Merch, Shopify, Photography, Videography, Google Analytics

CONTACTS

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ADDRESS

Detroit, MI 48207

EDUCATION

2011 - 2015

BFA Interarts Performance

University of Michigan • School of Art & Design/Theatre & Drama • Ann Arbor, MI

Overall GPA: 3.5

Focus: Graphic Design & Performance

2007 - 2011

Cass Technical High School

H.S. Diploma • Detroit, MI

Overall GPA: 3.875 • Summa Cum Laude

Focus: Graphic Arts

EMPLOYMENT HISTORY

Creative Services Specialist

May 2019 - July 2020

The Salvation Army Divisional Headquarters | Southfield, MI

- Served as the sole designer for all graphic, photo, audio, and video design projects. Responsible for coordinating all internal and external projects for multiple corps/locations across metro Detroit
- Introduced new print/digital vendors and managed existing relationships
- Implemented Slack and Dropbox structures to improve team communications and file structuring
- Managed numerous events with event photography, A/V backing, and video documentation

Graphic Designer & Video Designer

Oct. 2015 - July 2017

Meridian Health Plan | Detroit, MI

- Wore the crown as the first dual Graphic & Video Designer at Meridian Health Plan
- Successfully handled 4-10 graphic design and video design projects weekly. Delivered captivating results quickly to employees and clients without sacrificing quality
- Increased my relevance as one of the go-to designers for multiple graphic/video design requests on a team of 4 designers
- Assisted in branding Meridian to MeridianHealth via their logo reveal at the Detroit Opera House
- Humbly received 2 promotions within the marketing & communications department: Jr. Graphic Designer to Graphic Designer and ultimately, Graphic & Video designer

Graphic Designer

Oct. 2012 - May 2015

University of Michigan - Slavic/German Department | Ann Arbor, MI

- Triumphanty kept up with the demands as both a student and graphic designer. Starting off with 2 designers, I ended this position as the only designer while still conquering the workload
- Coordinated meetings with my supervisor to discuss projects and layout edits. Other print and digital design requests such as: e-mail graphics, poster, flyers, brochures were coordinated through e-mail via supervisor and department faculty/staff
- Independently contacted and collected content from academia for 2 separate public newsletters, ultimately relieving this responsibility from my supervisor



EXTRA

Honors & Awards

2011-

*Student Senior Thesis Exhibition
Winner - Chris Chris TV • Black Belt in
Taekwondo • 2014 MLK Award
Nominee • Fall 2013 Dean's List
University of Michigan's M-Planner
Cover Design Contest Winner • LEAD
Scholar Scholarship Recipient • Wade
McCree Full Tuition Scholarship
Recipient*

HOBBIES



Singing/Songwriting



Dancing



Supernatural TV Shows



Bible Study



Researching on Reddit



Internet Browsing

Freelancer

February 2018 - January 2020

Chris Chris Art, LLC | Detroit, MI

• Individual opportunities to tackle diverse projects: website design, video design, ad campaigns, identity and branding, promotional materials, etc.

Past clients: MILO Detroit, Detroit College Day, Good Jobs Now, Project Scream

• Apparel Design through e-commerce platforms: Merch by Amazon, Etsy.com, and WooCommerce
\$10,000 in sales | 2000 shirts/hoodies/etc. sold overall ~2018

REFERENCES



Upon Request