
Chris Wylie

8 Strawberry Lane
Brantford ON N3T 5Z7
519 302 0366
wyliechris@rogers.com

Profile: I am a creative, forward thinking and self-motivated individual who thrives on teamwork and working to a deadline. My strong work ethic is complimented with solid computer, communication, and problem-solving skills. It is my goal to bring my experience, positive energy, enthusiasm and creativity to become a successful team member in your organization and contribute to attaining your business goals and strategies.

Core Competences:

- Creative and imaginative with 30+ years experience in the creative design services and marketing asset production
- Strong team leading and project management capabilities
- Comprehensive knowledge of current marketing strategies, trends and technologies
- Full understanding of print processes (litho, screen, digital and large format)
- Able to build a strong rapport with clients
- Excellent organizational, communication and interpersonal skills
- Expert in Adobe Photoshop, Adobe Illustrator, In Design, QuarkXpress and very proficient in PowerPoint, Word, Excel, WordPress and Wix

Professional Experience:

<p>Marketing Consultant/Designer Self Employed</p> <ul style="list-style-type: none">■ Work independently and consult with clients to achieve their marketing goals, via research, collaboration, design, development and budgeting for proposed projects■ Design and create marketing materials including; branding, point of purchase elements, advertising, packaging, brochures, catalogues, web sites and web site ads■ Manage and coordinate all aspects of asset production and execution■ Proofread and approve artwork for clients before production■ Clients included; Moen, Gardena, Uponor, Roxul, Moose Winooski's, Best Western, Mirolin, Tourism Brantford, Bravozulu Aviation	<p>2011 - present</p>
<p>Senior Designer Cober Solutions</p> <ul style="list-style-type: none">■ Lead creative designer managing the clients and the transition of all creative services migrating from Allprint to Cober■ Supervised and approved production of all artwork under my portfolio of clients including; art direction, managing projects timelines, budgets and out-of-house services■ Provided creative services including; attend sales calls, make presentations, supplying quotes, design, develop and present creative concepts■ Offered a full-suite of design services to achieve client marketing strategies■ Clients included; Moen, Gardena, Home Hardware, Janes Foods, St. Mary's Hospital Foundation, Melnor, Mirolin, Uponor, Moose Winooski's, KW Chamber of Commerce, Toyota, Ornamental Mouldings	<p>2010 - 2011</p>

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Professional Experience:	Art Director/Creative Director Allprint Ainsworth Associates 2000 - 2010
	<ul style="list-style-type: none">■ Managed and lead a full creative design studio with a staff of six, responsibilities included; hiring, training, mentoring, scheduling, executing performance evaluations of staff and manage all aspects of project production■ Researched, proposed, budgeted, implemented and staffed an in-house photography studio as well as sourced and art directed outside photography■ Consulted with clients, researched, collaborated, designed, developed and presented creative ideas with appropriate quotes and budgets for proposed projects■ Acquire and coordinate out-of-house services i.e.: photography, web services, copywriting, translations etc.■ Full creative suite offering included; brand development, logo design & branding, web design, photography, copywriting, image rendering & manipulation, brochure & catalogue design, package & display design, direct mail programs and prototype development■ Clients included; General Electric, Panasonic, Moen, Gardena, Home Hardware, Uponor, Janes Foods, St. Mary's Hospital Foundation, Melnor, Bayer, Mirolin, Gray Tools, Moose Winooski's, KW Chamber of Commerce, Second Cup, University of Waterloo, Ornamental Mouldings
	Production Artist - Senior Designer Thompson Printing 1987 - 2000
	<ul style="list-style-type: none">■ Progressed from a Production Artist to Senior Designer■ Designed and executed production of artwork for commercial sheet-fed printing and supervised art department■ Clients included; Spinrite, NHL Yearbook, CFL, NFL Promotions, Mirolin, Home Hardware, Melnor

References: | Available upon request.