

# Christopher Grooms | Senior Graphic Designer

## 503 970 2133

### chris@chrisgrooms.com

#### Objective

Senior graphic design position in which 8 years of experience will bring positive results to revenue

#### Experience

*Mueller Industries* | Memphis, TN | 07.09–09.09

- Contracted to aid in the migration of documents from QuarkXPress® to Adobe® InDesign®
- Designed ads ensuring compatibility with current brand standards
- Developed tighter, grid-based templates for product marketing materials

*Medtronic* | Memphis, TN | 07.05–07.09

- Designed strategic business communications and product materials targeted toward an international market valued at 3.4 billion
- Collaborated on development and modification of front-end designs for the business' various patient-education Web sites. Combined, these four sites have a lifetime unique-visitor rate of 21 million: Back.com (13 million), iScoliosis.com (3 million), MatureSpine.com (1 million), and NeckSurgery.com (4 million)
- Created environmental displays, graphics, and signage for trade shows showcasing new products and procedures
- Developed Adobe® Flash® based touch screen kiosks, interactive DVDs, and CD-ROMs for product launches and e-learning content
- Enhanced training, sales, and executive PowerPoint presentations
- Managed vendor relations to ensure that project delivery was on time, within budget, and of the highest quality

*23 Design Group* | Memphis, TN | 06.04–11.04

- Conceptualization of advertising, logos, and type treatments for various clients
- Designed Web identities to coincide with client print collateral
- Formatted established designs into multiple media formats
- Maintained file archive

*BK Direct, LLC* | Portland, OR | 10.02–12.03

- Designed customer specific, variable, direct mail solutions for a national web of auto dealers
- Established custom templates for direct mail campaigns accessed online
- Advanced Web presence through the design of a user-centric interface

*Sam's Town Casino* | Tunica, MS | 03.02–06.02

- Aided in the production of materials for the marketing of Lennox Lewis vs. Mike Tyson

#### Skills

- Ability to think creatively, strategically, and technically
- Adobe® InDesign® Certified Expert
- Pre-press and print production
- XHTML and CSS
- Working knowledge of PHP and JavaScript
- Seasoned in vendor relations
- Commanding knowledge of industry standard hardware and software

#### Education

BFA, *Memphis College of Art*

AAS, *Southwest Tennessee Community College*