

# Chris Russo

D E S I G N E R

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## Summary of Qualifications

Graphic designer/ animator/web designer with 8 years of professional experience in print, film, web design, and a passion for learning and improving my design techniques. My talents have been applied to a diverse set of organizations including education, medical, finance, and military.

## Education

B.F.A. in Animation, Savannah College of Art and Design, 2010

## Employment Experience

### **Wolters Kluwer, Tax & Accounting North America** (Dec 2016 - Present)

Web Developer/Graphic Designer

- Maintain and update websites and web assets to ensure proper SEO/SEM alignment using Google Analytics
- Create web page mockups that align with industry best practices, company brand standards, and customer usability
- Establish rules and guidelines for use of new CMS system, Marketing Automation Tool (Pardot), and Project Request Tool (RoboHead)

### **Wolters Kluwer, CCH Small Firm Services** (June 2014 - Dec 2016)

Creative Designer

- Created banner ads and assorted print materials ranging from direct mail pieces to trade show booth assets
- Responsible for ensuring that all customer facing and internal materials were in line with corporate brand standards.
- Aligned all assets with new company brand standards during transition to updated brand

### **PixelMii** (Nov 2013 - June 2014)

Interface Designer

- Designed and coded websites and web/mobile apps
- Created custom logos and fonts for a variety of clients ranging in industry styles including automotive, education, and law

## Computer Experience

Languages:

HTML, CSS, Javascript, JQuery

Computer Systems:

Windows XP/Vista/7/8, Mac OSX, Ubuntu

Software Knowledge:

Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Dreamweaver, InDesign, Flash, Microsoft Office (Word, Excel, Powerpoint, Outlook, Publisher)