

CHRIS CRATTY

ABOUT ME

I am a graphic designer with over 6 years of experience in print, product, and packaging design. Throughout my career I have worked collaboratively with sales, marketing and other cross-functional partners to deliver all creative needs. I have strong multi-tasking and project management skills, with the ability to successfully manage many projects simultaneously from concept to execution. I thrive in high pressure and high demand situations, which I attribute (in part) to my time in the Marine Corps.

QUALIFICATIONS

- Proficient in Adobe Photoshop, Illustrator, InDesign, Keynote, Basecamp, Bitrix, MS Word and PowerPoint
- Working knowledge of AfterEffects, Muse, Dreamweaver, Flash and Excel
- Excellent verbal and written communication skills
- Capable of working independently and under the direction of others
- Ability to manage multiple tasks under pressure while maintaining accuracy

EDUCATION

CALIFORNIA STATE UNIVERSITY NORTHRIDGE

Sep. 2007 - May 2010

B.A. Graphic Design

Student Advertising Graphics Association

AIGA Student Chapter

President Sep. 2009 - May 2010

INFORMATION

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WORK HISTORY

GAMELOFT, MARCH 2014 - MARCH 2016

GRAPHIC DESIGNER, MOBILE GAMING ADVERTISING AND MARKETING

- Directly managed a small team of designers based in the U.S. and Mexico
- Responsible for branding all U.S. in-game time limited events
- Worked directly with advertising sales, marketing and game creative teams to develop assets for in-game advertising campaigns
- Created premium in-game advertising solutions for various companies to be displayed throughout our full range of games

AMERICA'S CUP EVENT AUTHORITY, JUNE 2011 - SEPTEMBER 2013

GRAPHIC DESIGNER, SPORTS MARKETING

- Designed branding, collateral, promotional material, and advertising for all America's Cup World Series, Louis Vuitton Cup and 34TH America's Cup events throughout multiple countries
- Developed creative design concepts that met business objectives and advanced brand strategy
- Worked collaboratively with sales, marketing and other cross-functional partners; coordinated the design and layout of effective sales collateral and Keynote and PowerPoint presentations
- Assisted in the design of event merchandise and supervised multiple external vendors to ensure adherence to the brand guidelines

THE OUTDOOR RECREATION GROUP, AUGUST 2010 - MARCH 2011

GRAPHIC DESIGNER, PRODUCT PACKAGING & MARKETING

- Designed specialty packaging, including boxes, hangtags, stickers, and labels for multiple companies' products (including Outdoor Products, Fieldline, Fieldline Pro Series, Bass Pro and Body Glove)
- Designed branding, collateral, promotional material and advertising
- Photographed, retouched and color corrected product images
- Adhered to strict file naming convention and catalog procedures
- Created vector illustrations for detailed instruction sheets

TORNADO DESIGN, FEBRUARY - MAY 2010

GRAPHIC DESIGN INTERN

- Assisted Art Director in design process from concept to execution on projects including web design, package design and editorial design
- Maintained files, color corrected images and prepared files for print

UNITED STATES MARINE CORPS, JULY 1999 - AUGUST 2003

AMPHIBIOUS ASSAULT VEHICLE CREW-CHIEF (MOS 1833) - SERGEANT

- Operated and maintained sophisticated equipment designed for tactical operations
- Team leader for diverse groups, working in demanding, high-pressure situations
- Coordinated work assignments and evaluated performance of assault team
- Supervised 20 personnel in special work groups ensuring completion of assigned tasks, daily routines and training operations