

# chris ballard

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714.287.1136

## professional experience

**2010 – 2011:** Command Mass

Junior Art Director

In charge of overseeing the creative. Directed, designed, and produced a corporate ID and website for a bi-coastal investment bank called Eureka. Responsibilities included brand strategy, client presentations, and all design and production on the style guide and the website. Oversaw design on smaller web projects as well.

**2008 – 2010:** Visualade

Junior Designer

Collaborated with design and web production for Charlotte Russe, A Common Thread, and South Coast Plaza. Editorial layouts, advertisements, and print preflighting for Long Beach Magazine on 13 consecutive issues. Brand identity for Carden Academy.

**2010:** 3d Type and Metallic Orchestra Book were both featured in the AIGA Flux 09 Design Competition.

**2002 – 2008:** Johnson Controls, Inc

Administrative duties - sales support, customer service, shipping, filing, and archive management.

## educational experience

California State University Long Beach

Graphic Design BFA, 2010

CSULB GPA: 3.81, Presidents list, Phi Kappa Phi International Honors Society, Magna Cum Laude

Involved in a rigorous design educational regimen consisting of classes in lettering and typography, visual communication design, independent practice, motion graphics, advertising concept development, and web design.

**2010:** Project sponsored by Creative 8 Partnership in Hong Kong – development and presentation of an online driven campaign to help a nonprofit organization in Nepal.

**2009:** Project sponsored by Michael Osbourne Design – mock client : Museum Brand ID for Smithsonian

**2009:** Project sponsored by Perspective Branding in San Francisco for Bolt Barber's.

**2009:** CSULB University Art Museum

Metallic Orchestra, a book about Frank Gehry's Walt Disney Concert Hall was featured in the 2008 Insights show

## affiliations:

AIGA, VCDA