



Chris Allen
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Experience

Flash Designer (contract)

Sears Home Improvement (12/10 - present)

Longwood, FL

- Improved design of product presentation, increased usability of each slide, and reduced cluttered information resulting in improved sales for roofing and HVAC products
- Established presentation branding guide for use by design department for consistency
- Other responsibilities include flash animation, actionscript 3, editing and optimizing video in Premier for products and training, design and creating motion graphics

Web Designer

Hawthorne Visual Communication, Inc. (1/09 - 12/10)

Atlanta, GA

- Improved processes and techniques in web design department by creating standard HTML/CSS template library that shortened production time for all web designers
- Trained Graphic Designers on HTML and Joomla CMS
- Created multimedia online press and promotional kits for CNN's *Black in America 2* and *Latino in America* documentaries using HTML, CSS, Flash, PHP, XML and JQuery
- Edit, optimize and output video for web on College Board websites and track flash videos with Google Analytics
- Designed flash banners for the SAT test by College Board

Freelance Art Director

Fusion Church (10/08 - 6/10)

Atlanta, GA

- Established branding, website and marketing strategies while leading a team of creatives (print, web, and video) on ad campaigns and sermon series promotional material
- Web SEO strategy resulted as number 1 in Google search under *contemporary church Atlanta* even two years after design completion

Web Designer

MemberClicks, Inc. (9/07 - 10/08)

Atlanta, GA

- Introduced new design techniques and raised proprietary content management system beyond previous limitations that expanded marketability of products
- Designed CMS (Content Management System) web templates, logos, banners and flash components
- Rewarded for design achievement and customer praise

Freelance Web Designer

Tree Job (4/07 - 9/07)

Atlanta, GA

- Conceptualized, designed and optimized websites for search

Web Designer (8/05 - 4/07) and **Web Consultant** (2/04 - 8/05)

AT&T/BellSouth Advertising

Atlanta, GA

Responsibilities as Web Designer:

- Created websites using Dreamweaver, CSS, Flash animation, and Netopia CMS while meeting tight deadlines
- Developed Flash Intro pages, Flash header graphics, and GIF web banners
- Performed regular updates to websites from simple text changes to full redesigns

Responsibilities as Web Consultant:

- Consulted small business owners regarding their website needs and wrote web content for use by design department

Freelance Designer

Partial client list includes:

Morton Publishing, Westwood College, Platt College, and Community Presbyterian Church in Celebration (1/01 - Present)

- Established good communication with clients and paid careful attention to their needs
- Implemented original designs and development

Education

Visual Communications Bachelors Degree

Westwood College (2008)

Atlanta, GA

Technical Skills

- Proficient in both Mac and PC platforms
- Expert in Photoshop, Illustrator, Flash, Dreamweaver, XHTML, HTML5, XML, CSS, Actionscript 2 and 3, Wordpress, Joomla, Adobe Acrobat, Microsoft Office, Final Cut Pro, Premiere, Soundbooth, After Effects, and InDesign
- Knowledgeable in the following: PHP, JQuery, Modo (3d) and 3d Studio Max