



## **CHRISTOPHER M. APAP**

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### **SKILL SET |**

Talented, results-producing professional with a proven record of accomplishment in implementing comprehensive brand strategies in support of stated business goals and objectives. Expertise in creating effective marketing tools via print, web and non-conventional means. Solid leadership skills, adept at communicating with management, clients, vendors and internal departments to coordinate overall marketing efforts.

### **PROFESSIONAL EXPERIENCE |**

#### **Belwith Products, LLC - Grandville, MI**

**Contract Art Director, January 2010 - June 2010**

Selected Contributions:

- // Contracted to do design and layout a 150 page product catalog.
- // Sell sheet design and layout
- // Photo editing and resizing

#### **Stevens Advertising - Grand Rapids, MI**

**Contract Art Director, September - October 2009**

Selected Contributions:

- // Contracted to do design and layout for Crystal Mountain Resort and Spa's "Mountain Life" magazine and "Winter Fun" brochure. An integral part of the design process from start-of-projects to completion.

#### **ArtPeers.org - Grand Rapids, MI**

**Contract Designer, August - September 2009**

Selected Contributions:

- // Designed and developed organization logo
- // Poster and map handout design

#### **Grooters Productions - Holland, MI**

**Contract Designer, September 2009**

Selected Contributions:

- // Layout and design of promotional booklet for their "New Finds: the Latest Discoveries in Biblical Archeology" show. Client was unhappy with their in-house designs and contracted me to come up with a new idea for their presentation to the Discovery and History channels.

#### **Stevens Advertising - Grand Rapids, MI**

**Art Director/Interactive Designer, February 2007 - May 2009**

Selected Contributions:

- // Developed the look and feel for and assisted in the creation of many healthcare websites, including the 4th largest Catholic healthcare system in the nation
- // Designed, illustrated and created layouts for key internal/external branding and platform campaigns - print, collateral, billboard, online and broadcast executions
- // Utilized graphic design, HTML and CSS proficiencies in the implementation of websites
- // Product photography for national brand products
- // Concepted and designed brand identities/logos for several key clients

## **Diocesan Publications, Inc. – Byron Center, MI**

Art Director, January 2006 – February 2007

Selected Contributions:

- // Concepted and implemented cover designs and layouts for thousands of publications, including monthly newsletters and holiday editions
- // Retouched, edited and selected all photography featured in publications
- // Managed over 400 accounts throughout the Midwest

## **Grand Valley State University Bookstore – Allendale, MI**

Senior Designer, August 2001 – January 2006

Selected Contributions:

- // Concepted, designed and produced all signage and collateral
- // Implemented consistent brand personality by concepting and designing all collateral materials, websites and print initiatives

## **EDUCATION |**

### **Bachelor of Fine Arts, Emphasis in Illustration – December 2005**

Grand Valley State University

NASAD (National Association of Schools of Art and Design Accredited Program

## **CERTIFICATIONS |**

### **Photoshop Certification – March 2006**

Rockhurst University

### **InDesign CS – Level 1 Certificate of Completion – March 2007**

New Horizons Learning Center

## **PROFICIENCIES |**

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat

Additional: Microsoft Office, Powerpoint, Excel, Flash, HTML, CSS

[Online Portfolio](http://www.apapcreations.com) | [www.apapcreations.com](http://www.apapcreations.com)

[Gallery Showings](#) | List available upon request

[References & Recommendations](#) | Available upon request