

RÉSUMÉ

Chris Apap 616 617 1310
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SKILL SET |

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 |

Creative Circle Chicago

Graphic Designer/Art Director, Sept 2010 - present

As an employee of Creative Circle, my design services are put up for hire to clients who need them.

Selected Contributions:

// Contract Designer for Life Fitness. (Sept 8, 2010 - present)

Handle most in-house print and web based designs. Catalogs, brochures, sell sheets, newsletter graphics, POP, online web banners, social media imagery, heavy photo manipulation, etc.

Apap Creations, LLC

Principal Designer, May 2009 - present

Apap Creations was created to help manage freelance projects.

Selected Contributions:

// Studio 221B asked me to help with the layout and design of an app and accompanying website that are in development

// Branding and marketing for ArtPeers, a non-profit organization focusing on local artists and culture.

// Grooters Productions - Promotional Booklet for "New Finds", for presentation to Discovery and History channels

Belwith Products, LLC - Grandville, MI

Contract Art Director, Jan 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

Art Director/Interactive Designer, Feb 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, Jan 2006 - Feb 2007

Selected Contributions:

// Concepted and implemented cover designs and layouts for hundreds of publications, including monthly newsletters and holiday editions

// Retouched, edited and selected photography featured in publications

// Managed over 400 accounts throughout the Midwest

Grand Valley State Univ. Bookstore - Allendale, MI

Senior Designer, Aug 2001 - Jan 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

// POP, POS and environmental design

EDUCATION |

Bachelor of Fine Arts, Emphasis in Illustration

Grand Valley State University - Dec 2005

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

PROFICIENCIES |

Adobe Creative Suite:

Photoshop (advanced)

Illustrator (advanced)

InDesign (expert)

Acrobat (intermediate)

Dreamweaver (intermediate)

Flash (moderate)

After Effects (beginner)

Additional: Word, Powerpoint, Excel, HTML, CSS

Online Portfolio | www.apapcreations.com

Gallery Showings | upon request

References & Recommendations | upon request