



Chris B. Payne

Graphic Designer & Creative Problem Solver

Qualifications

Senior Graphic Designer III

International Game Technology (2017)

- › Conceptualize and produce effective Sales collateral and Marketing campaigns that adhere to strict brand guidelines and improves conversion rates.
- › Utilizing cutting edge technology and current trends to produce highly memorable convention and trade show displays.
- › Liaise with company stakeholders from various locations all over the world.
- › Work with print vendors to ensure projects are produced with the highest quality while meeting deadlines and staying within a predetermined budget.

Sr. Motion & Graphics Designer, Video Producer

Influential (2016)

- › Introduced motion graphics, visual effects, video production, and 360/VR video production to the company's list of creative offerings for client social media marketing campaigns.
- › Successfully led the conceptualization and strategy for multiple influencer marketing campaigns that over-delivered.
- › Improved the efficiency and design accuracy of the RFP process by streamlining client-facing proposal deck templates.
- › Significantly reduced the amount of time required to build client-facing pitch decks to boost productivity and efficiency.

Creative Manager

Passion Parties Corporate Office (2015)

- › Directed the modernization of all company-wide and consultant-wide email communications templates (HTML/CSS).
- › Led the standardization of all product photography, catalog, web, social, and video branding assets.
- › Commissioned and directed the development of a social media marketing tool that boosted consultant efficiency while maintaining brand consistency for all consumer-facing assets.
- › Administered and led the consolidation of the company's multiple public-facing web properties into one cohesive entity.

Senior Production Design Manager

Sportco Sporting Goods (2005)

- › Tripled the number of available products / services the company offered by taking initiative to learn and apply new skills.
- › Influenced the elevation of quality and efficiency in producing artwork and in print production
- › Developed a company-wide system of communicating and organizing orders between sales and production departments more efficiently and consistently.
- › Managed and maintained the creative and project management processes to ensure that all artwork was created according to exact customer specifications and that projects were output and produced with the highest quality and production efficiency.

Production Designer

Snyder Designs (2004)

- › Managed all prepress operations to prepare artwork for off-site print production.
- › Prepared and installed signs, banners, and vinyl graphics on site for various casino properties.
- › Touched up photos for large format printing.

Contact

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🌐 www.chrisbpayne.com

📍 Las Vegas, NV

Skills

Graphic Design
Art Direction
Leadership / Management
Project Management
Print Production
Digital Media
Web Design
Motion Graphics
360 / VR Video Production
Team Building
Video / Audio Production
Catalog / Magazine Layout
Organic Influencer Marketing
HTML / CSS
Email Marketing
Social Media Marketing

Software

Adobe Creative Suite
Photoshop
Illustrator
Indesign
Premiere Pro
After Effects
WordPress / Joomla / Drupal
Dreamweaver
VersaWorks
CorelDraw
MS Office