



Chris B. Payne

Graphic Designer

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- Las Vegas, NV

Experience

IGT – Senior Graphic Designer III

- › 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.

Influential – Motion Graphics Designer & Video Producer

- › 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.

Passion Parties Corporate Office – Creative Director

- › 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.

Sportco Sporting Goods – Senior Production Designer

- › 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.

Snyder Designs – Production Designer

- › 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.

Education

Southeast Career Technical Academy – Graphic Communications

- › Developed expert-level skills with producing press-ready color separations for various print production processes.
- › Extensive hands-on training and experience with screen printing and lithographic printing for actual clients.
- › Appointed ambassador of the Graphics Communications program to present the course at various middle schools to inspire students interested in the program to apply to our school.

Skills

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

Software

- Adobe Creative Suite (CS & CC+)
- Photoshop
- Illustrator
- Indesign
- Premiere Pro
- After Effects
- WordPress / Joomla / Drupal
- Dreamweaver
- VersaWorks
- CorelDraw
- MS Office