

chrishansen

CONTACT

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hansen-de.com

/in/chris-hansen-17230

Richmond, VA

SKILLS

Creative Ideation / Vision
Marketing Integration
Publication / Editorial Design
Print/Online Publications
Corporate Branding
Brand Strategy / Execution
Presentations / Pitches
Project Management
Vendor Management
Asset Management
Typography

Data Visualization
Color Theory
HTML / CSS / CMS
Adobe Creative Suite
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
MS Office 365 Suite
Website Design
Mural / Miro

AWARDS / HONORS

APEX 31st Annual Awards for Publication Excellence:
Award of Excellence
Contract Management Magazine

Association Media and Publishing 2019 EXCEL Awards:
Judge, Digital Submissions

Association Trends All Media Contest:
Bronze Medal Winner, 2019
Contract Management Magazine

APEX 30th Annual Awards for Publication Excellence:
Award of Excellence
Contract Management Magazine

Association Trends All Media Contest:
Bronze Medal Winner, 2018
Contract Management Magazine

Association Media and Publishing 2018 EXCEL Awards:
Bronze Medal Winner
Contract Management Magazine

Association Trends All Media Contest:
Gold Medal Winner, 2009
"The NCMA Chronicle: Celebrating 50 Years"

EDUCATION

HOW Design University | 2017

Certificate, In-House Design Management

James Madison University | 2005

BFA Studio Art, Graphic Design

WORK EXPERIENCE

Hansen Design

Extensive freelance work. View portfolio at www.hansen-de.com.

Creative Director / Designer | 2016–Present

- Freelance design for a multitude of clients including non- and for-profit associations, fintech, travel companies, government agencies, commercial real estate firms, self-published authors, and numerous individual and design agency clients.
- Design projects have included branding/conceptualization, marketing material, conference/event marketing collateral, brand guides, annual reports, digital media and web-based design, social media campaigns, cover-to-cover book designs with figures and infographics, and translated/localized pieces.
- Offer insight and creative recommendations for clients' design needs, then outline an implementation process to bring these ideas to life.
- Excels at prioritizing timelines and providing deliverables to clients on time or ahead of schedule.

Verizon | Richmond, VA

Contract position. A multinational telecommunications conglomerate.

Senior Design Consultant | Jan 2021–July 2021

- As a consultant to the corporate Learning and Development team, responsible for conceptualization and design of collateral for digital campaigns (presentations, logos, infographics, photo editing, templates, and other assets).
- Collaborated across teams to enhance training deliverables, presenting concepts, campaign ideas, storyboards, and creative briefs to stakeholders such as copywriters, creative directors, and Verizon leadership.

Capital One | McLean, VA

Contract position. A leading Fortune 200 financial services corporation.

Senior Art Director | Jan 2020–July 2020

- On the corporate communications team, responsible for creative strategy, design, and branding of visually compelling messages for dissemination to the entire Capital One workforce (~50,000 employees).
- Responsible for digital program and product ideation and branding for high-level presentation design for Capital One senior leadership, web graphics, logos/handles, email graphics, and events.
- Ensure brand alignment of programs and products, including color, typography, logotype treatment, and other brand standards.

National Contract Management Association | Ashburn, VA

Leading industry association for contract management professionals.

Art Director | 2014–2019

- Promoted to lead a new design team within the marketing department (\$1.5M budget) to drive NCMA's visibility and branding. Supervised in-house and freelance designers and mentored junior members of the team. Reengineered design and art production processes, shortening production cycles and producing substantial cost savings.
- Led full-scale redesign of *Contract Management* magazine, NCMA's 100-page monthly magazine with circulation of 20,000+. Partnered with designers and editors to produce this industry-recognized publication, winning numerous design awards.
- Art directed the development of 15 large-scale event campaigns, with up to 300 individual projects per event, from logos to onsite daily newspaper. World Congress, NCMA's largest event, set new records in attendance and revenue during tenure.
- Developed NCMA's first-ever brand guide to support integrated branding, assisting marketing department with rebranding strategy and implementation.
- Managed all aspects of association website, www.ncmahq.org, including architecture and aesthetics. Led complete website redesign in 2015, transitioning content from CMS Plus to Sitefinity.

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WORK EXPERIENCE (CONT.)

Senior Graphic Designer | 2010–2014

- Projects included a monthly magazine, event campaign collateral, periodicals and educational materials, books, and social media graphics.
- Managed magazine's design schedule and served as main point of contact for design and issues with printers.
- Collaborated closely with other designers and marketing specialists to drive quality and on-time project delivery.
- Mentored and trained new graphic designers to maintain unified approach and consistent look in all designs.

Graphic Designer | 2007–2010

- In rotation with team members, designed all aspects of *Contract Management* magazine. Assisted with magazine redesign in 2008.
- Created print and digital association promotional materials, event collateral, and education products, including the design of five paperback books sold in the association bookstore, one of which won an Excel award.

Clinical Care Options, LLC | Reston, VA

A health care company specializing in Certified Medical Education (CME).

Graphic Designer | 2005–2007

- Acted as “design concierge” for 20+ events annually. Designed event collateral, developed branding for presentations, and provided onsite event design support as late-breaking medical innovations were announced.
- Created images and infographics for company materials and clinical research publications.