

Chris Hughes

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566 Vallejo St. #32 San Francisco CA 94133

summary of qualifications

Proven track record of increased profit and efficiency;
Passionate about great design and effective communication;
Concept to press-ready; proactive and professional.

skills

Graphic Design, Workflow Management, Creative Direction, Typography, Copywriting, Proofreading, Production.
15 Years Macintosh experience. InDesign, Quark, Photoshop, Illustrator, Acrobat, Pitstop, Freehand, Dreamweaver.

work experience

BLUE STATE STUDIO / PRINCIPAL / 2004–CURRENT

Founded and operated visual design agency.

Partial client list:

FOOTE, CONE & BELDING

Produced die-cut 6 color collateral pieces for Nautilus treadmills, ellipticals and weights.

WONG DOODY

Worked with art directors on T-Mobile, Alaska Airlines and Red Lion accounts.

FITCH

Produced environmental signage for Cisco Systems and conference guides for Microsoft.

KENDALL ROSS

Produced advertising materials, magazines, window clings for Kemper Development Company (Bellevue Square, Lincoln Square, Bellevue Place).

PREMERA BLUE CROSS

Applied existing identity to regional marketing materials, transitioned hundreds of files from Pagemaker/OS9 to InDesign/OSX. Pre-flighted files to multiple print vendors. Some art direction under supervision of Creative Director.

RIVET MAGAZINE

Responsible for aesthetics, production, and pre-press of entire magazine: editorial design, typography, and advertising layout. Recently completed an entire redesign, including an overhauled identity system.

GOLDEN HANDCUFFS REVIEW

Design and production of printed literary journal. Overhauled website design.

THE STRANGER

Designed advertising, branding concepts, editorial layout, special supplements; workflow advancements. Transitioned production department from Freehand/OS9 to InDesign/OSX, rebuilt ads and templates.

ONE REEL

Designed, produced, pre-flighted and press-checked 2004 Bumbershoot program guide, schedules and z-cards.

REI

Developed in-store marketing, catalogs, and signage. Created guidebooks for employees of new REI stores.

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GEORGIA STRAIGHT

Analyzed workflow issues and inter-departmental communication, provided pagination software training.

STARBUCKS / PRE-PRESS SPECIALIST / 2004-2004

Prepared POS signage, coffee, CD packaging and released to print vendors.

SAN FRANCISCO BAY GUARDIAN / PRODUCTION MANAGER / 2001-2004

Initiated and supervised transition of paper from paste-up to digital production, automated layout; eliminated courier, paper, toner fees with ftp transmission and on-screen proofing; managed a team of 7 graphic designers; visited and evaluated print vendors; ran weekly press checks. Provided Macintosh software, hardware, and OS support.

MONTEREY BAY COAST WEEKLY / GRAPHIC DESIGNER / 2000-2001

Designed front covers, advertising, special supplements, promotional materials, and editorial layout; redesigned classifieds and back page from the ground up; initiated and supervised transition of paper from paste-up to digital production.

RETURN OF THE NATIVES / GRAPHIC DESIGNER / 1998-2000

Worked intimately with local Native American tribemembers and the Bureau of Land Management to develop signage for reclaimed land in and around Salinas, California. Photography, compositing, mapping, typography and project management skills were all put to good use.

education

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY

Bachelor of Arts, Integrated Studies

Concentration in Music Technology and Graphic Design.