

CONTACT

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CLIENTS*

AUTOMOTIVE:

Claude Nolan Cadillac
Harley-Davidson
Bob Taylor Automotive

EDUCATION/PUBLISHING:

Scholastic, Inc.
Texas Board of Education
California Board of Education

FINANCE/BANKING:

PNC
SunTrust
LaSalle Bank

FOOD/HOSPITALITY:

Butterball
Subway
Eataly

GOVERNMENT:

NASA
NOAA
City of Detroit

HEALTHCARE:

Pozen
Blue Cross Blue Shield
BioMotion Foundation

REAL ESTATE:

GL Homes
Opus South Corporation
WCI

TELECOMMUNICATIONS:

Verizon
Nextel
Cablevision

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AWARDS

Communicator Award
of Distinction
(silver) 2009

Silver Aster Award
2009

CHRISTOPHER A. MOTIL

GRAPHIC DESIGNER / ART DIRECTOR

With over 25 years of experience as a Graphic Designer, I am a seasoned professional with a strong background in conceptualizing, creating and producing compelling digital, print and social campaigns.

Throughout my career, I have successfully executed numerous campaigns across a wide range of industries and have demonstrated expertise in effectively communicating client products and services through visually captivating, award-winning designs.

CAREER

SENIOR ART DIRECTOR

ummm | creative studio, Melrose, FL

June 2008 to Present Day

I specialize in designing and producing custom websites with ADA compliance, implementing digital and social marketing strategies, and creating print collateral. I play a key role in developing creative guidelines for all accounts. My experience spans local, national, and global clients, where I consistently apply sound graphic design theory and digital best practices.

Key qualifications and achievements include:

- **Project Manage:** I excel in overseeing the entire project lifecycle, from kick-off meetings to client approval and production. With exceptional communication skills, I effectively engage with accounts, ensuring clear and efficient collaboration. By maintaining staff schedules and overseeing project budgets, I ensure successful project delivery within defined constraints.
- **Print Design:** Proficient in Adobe software (InDesign, Photoshop, Illustrator), I create visually compelling print collateral such as business cards, direct mail, brochures, books, presentation folders, and apparel.
- **Digital Design:** Utilizing Adobe Photoshop, I design and produce digital assets for websites, banners, social media posts, and email campaigns.
- **Content Management:** Experienced in open-source platforms like WordPress and Wix, I create and update pages, blog posts, and images across multiple accounts.
- **Search Engine Optimization (SEO):** Leveraging back-end admin areas, I optimize WordPress websites to adhere to best practices and evolving algorithms of search engines like Google, Yahoo, and MSN.
- **Social Media:** Accomplished in platforms such as LinkedIn, Facebook, Instagram, and TikTok, I create engaging content, including images and videos, and schedule posts for multiple accounts.

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CAREER con't

ART DIRECTOR

First Marketing, Pompano Beach, FL

October 2004 to June 2008

- **Print Design:** Proficient in Adobe InDesign, Photoshop, and Illustrator, I have created compelling direct mail and newsletters for national and regional accounts at a direct mail marketing firm. My work has been recognized with two awards, highlighting my design skills and creativity.
- **Project Manage:** I have successfully managed workloads, mentored a team of 2 staff members and 3 off-site personnel, and ensured overall productivity guided by Six Sigma practices. My strong organizational and leadership abilities have contributed to the successful completion of projects.
- **Production Artist:** Using Adobe InDesign, I have been responsible for ensuring that files are optimized for print and have approved press checks with in-house printers. This attention to detail and understanding of print production processes have resulted in high-quality printed materials.

RECOMMENDATIONS

CLIENT REVIEWS

“ Chris is professional, conscientious, collaborative and responsive. No graphic, web or marketing project is too big or too small for him. Thank you, Chris! You're a great partner and I enjoy working with you.

Sarah Alsofrom

Senior Director of Community Relations
GL Homes
1600 Sawgrass Corporate Pkwy
Sunrise, FL 33323
sarah.alsofrom@glhomes.com

“ One thing that separates designers is the ability to work independently especially when remote. I never once questioned whether or not Chris' work would get done. In fact, most of the time, Chris would message me asking for more work. He is very thorough and on top of his game.

I would love to work with Chris again, and I feel that any organization that brings Chris on is getting a wonderful designer who has lots of experience and dedication.

Gary Cooper

Senior Director, Creative
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Arlington, VA 22206
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