

Christopher Humphris

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DOB: 11th March 1982

Nationality: British

Profile

A versatile and ambitious designer, who is always looking to push boundaries yet maintain solid and rational design solutions. Believes in ethically sound design and marketing and who's influences are diverse ranging from modernist typography to classic skate art. Free expression coupled with concise structure produce high impact and effective solutions and believes this is the basis of informed design.

Technical Skills

Skilled user of the following applications: Adobe Photoshop, Illustrator, In Design, Acrobat, Premiere, After Effects, Encore, Avid Express Pro and competent on both Mac and PC platforms.

Competent skills in Final Cut Pro, Flash, Dreamweaver and most Microsoft Office applications.

Keen interest in and experience in Search Engine Optimisation and Social Media application for B2C.

Undergoing Lynda.com training course for Dreamweaver with CSS and Designing for Wordpress.

Employment History

Ashdown Media

August 2010 – Dec 2010

Art Director

Responsible for agencies largest and most long-standing client Harwoods Group, incorporating Land Rover, Audi and Jaguar and several other luxury car marques.

Responsible for all creative artwork, design concepts and finished execution of on and offline work.

Designer and director on website design and development for clients.

Worked directly with accounts manager organising work timetables and deadlines.

Chris Humphris Design Freelancer

May 2009 – Present

Owner

As an independent designer, responsibilities include day-to-day running of business, pitching for new clients, all design output and general administration.

Developed business alliances with web developers, illustrators and social media professionals.

Developed skills in Dreamweaver and Flash.

Produced SEO strategy for various clients who are now topped only by yell.com for rankings for their search terms.

Most significant clients to date; Haagen Dazs, Worldwide Financial Planning and Surfers Against Sewage.

H:N Markaðssamskipti

March 2008 – Feb 2009

Graphic Designer

Responsible for creative work of the agencies three largest clients including Honda, Coca Cola Company and Sorpa.

Lead designer and concept developer for named clients, working from concept through to finished artwork.

Active participant in client meetings and handled one-on-one relations during the design process.

Liaised with directors on studio artwork production and design output.

Designs produced for Coca Cola Company were implemented across the entire Scandinavian region and used as a case study for other agencies on taking product to market.

Print advertisement for Sorpa submitted to IMARK 2009 and to EFFI Awards 2009 by agency.

Gott Fólk

Dec 2007 – March 2008

Graphic Designer/Trainee Art Director

Responsible for Iceland's biggest drinks brands Egils, Kristall (Soft Drink), Gold Lager, Lite Beer and TV station Stöð 2.

Produced and presented concepts to clients and directed several meetings under guidance of the Creative Director.

Liaised directly with the Creative Director during concept generation and design process.

Employment History cont.

Galileo RM

April 2007 – Dec 2007

Art Director

Director of a small creative department and responsible for overseeing concept and execution of creative work. Presenting to clients and liaising directly with the owner/manager regarding creative brief direction. Produced concepts and designs for creative briefs and overseeing print production of design material. Liaised directly with web development agencies to oversee digital work.

Faltown Skateboards

August 2003 – Present

Owner and Partner

Responsible for brand ethics, image and representation. Producing on and offline promotional material. Product design, supply sourcing and manufacturing management. Liaising with PR agent and creating marketable media. Development of E-commerce website and online marketing including SEO and Social Media. Responsible for all Social Media including Facebook, Wordpress and Twitter - Developed a following of 2,250 people on Facebook since April 2009 resulting in increased web traffic and profit. Developed integrated social media campaigns combining product with fund raising for Surfers Against Sewage. (Now official sponsors). Presenting the brand to investment executives - most significantly, E.U. execs for Business Link.

Prontaprint

Sept 2000 - Oct 2001

Junior Graphic Designer

Freelance Clients

Häagen Dazs U.K.

Worldwide Financial Planning

Surfers Against Sewage

Naked Ape

British International Helicopters.

Business Cornwall Magazine

Talent Cornwall

Aren Grimshaw - Social Media Consultant

Education.

Falmouth College of Arts

BA (Hons) Graphic Design

2001 – 2004

Solihull Sixth Form College

Advanced GNVQ Art & Design

1998 – 2000

Achievements

Published works and interviewed for 2004/5 Young Creatives Network Annual publication.

Kernow Film Festival 2005 winner of 'Best short film' in the Extreme Sports category for "The Art of Going Sideways" - of which I was the Graphic Animator.

Faltown Skateboards finalist for "Entrepreneur of the Year" at Cornish HUB Awards 2006

Full length version of "The Art of Going Sideways" Skate Film reviewed in national and international magazines Sidewalk and Thrasher.

Certified for 'Investors in work related & enterprise learning' for work with schools and colleges across the South West,