

Portfolio www.chrisrisdon.com/portfolio

Education Savannah College of Art and Design, 2003 – 2005
Master of Fine Arts in Graphic Design

University of Washington, 1990 – 1994
Bachelor of Arts in Communication

Teaching New York University, *Adjunct Instructor*, 05/08 – 08/08 (summer)
Instructor at NYU's School for Continuing and Professional Education

Experience **MaxMedia, Inc., User Experience Lead** **Atlanta, 07/08 – 03/09**
Guided the definition and design of compelling online, mobile and location-based interactive experiences for a number of clients, such as AT&T Wireless, National City Bank and AutoTrader.com. Worked with clients to define objectives and set strategy. Conducted user research, defined information architecture and developed interaction design specifications. Developed personas, use cases and interaction models in order to create actionable deliverables such as user flows, concept models, sitemaps, wireframes, interface designs and prototypes.

CMJ Network, Art Director **Manhattan, 06/07– 07/08**
Art direction and design for *CMJ New Music* and *CMJ New Music Report*, and cmj.com, including complete ground-up redesign of both publications and cmj.com website. Developed and maintained consistent identity for publications, designing and art directing entire magazine including features, cover and departments, developing strong typography systems and working with photographers and illustrators for creative design solutions. Created functional specifications for new features and publishing platform for CMJ web properties.

Guitar World Magazine, Assistant Art Director, Designer **Manhattan, 11/05 – 02/07**
Art direction and design for feature and front and back of book sections of *Guitar World* magazine, as well as design and production contributions to sister publications *Guitar One*, *Guitar Legends*, and *Future Music* magazine. Designing features and departments from concept to prepress; work with photography and typography as part of integrated design solutions.

Freelance, Art Direction and Interactive Design **Seattle, Savannah, Manhattan 03/03 – 05/07**

- *Resonance Magazine* (2005 – 2007) Art direction and design for quarterly music magazine
- *Star Magazine* (2007) Freelance design for celebrity weekly from American Media
- *DNR* (2007) Freelance design for this men's apparel trade magazine from Fairchild publishing
- *Don Morris Design* (2007) Studio focusing on custom publishing and editorial redesigns, freelance design for clients PC World and Cisco
- *Construct Multimedia* (2003-2007) Information architecture and interactive design for clients Pulte Home Builders, Zocca Designs and Suarez Housing
- *Marketing Ahead* (2005-2006) Interactive design for this Washington, DC marketing agency
- *Fish Eye Media* (2003 – 2005) Interactive design for clients Honda, CitiFinancial and Coke
- *Hollywood Confidential* (2005) Information architecture and interactive design for hollywood-elsewhere.com
- *Egg* (2005) Print design for Seattle ad agency included direct mail and brochures
- *Hydrogen Advertising* (2003) Print design for client Precor exercise equipment

DDB Seattle, Art Direction Intern **Seattle, 04/02 – 06/02**
Advertising Art direction support to creative advertising teams, including concept development and layout for clients such as Northwest Film Forum, Holland America, JanSport and Stimpson Lane Vineyards.

Previous Experience Microsoft, 04/02 – 03/03 — *International Marketing Manager, Windows Media* (contract)
Eos Internet Ventures, 10/99 – 07/00 — *Production Director*
Saltmine Creative, 12/98 – 11/99 — *Web Product Manager*
Free Range Media / Luminent, 01/98 – 12/98 — *Internet Strategist / Account Manager*
Corbis, 02/96 – 01/98 — *Marketing Programs Coordinator*

Software Adobe Dreamweaver, Flash, InDesign, Photoshop, Illustrator, Acrobat, Fireworks

Affiliations AIGA, IxDA

References available upon request