

# Christopher Sanchez

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## Profile

I am seeking a position at an organization that values hard work, experience and, above all, creativity. I believe in designing communication experiences that exceed expectations, defy cookie-cutter trends while effectively communicating to the intended audience and providing a quantifiable return to a client's investment.

## Experience

### **OWNER/DESIGNER, D10 DESIGNS, LUBBOCK, TX SEPTEMBER 2015-CURRENT**

I provide freelance graphic design, illustration and web design services.

### **OWNER/DESIGNER, DIGIT10 DESIGNS, LUBBOCK, TX SEPTEMBER 2011-CURRENT**

I own, manage and represent a small graphic design studio that provides targeted solutions for small to medium-sized businesses. Services I provide are advertising consultation, branding, identity standardization, print design, web design and development, content management system development and training, search engine optimization, web hosting, photography and video production and print management services.

### **GENERAL MANAGER/CO-OWNER, KRISTIN'S WHISKERS & PAWS, LLC, LUBBOCK, TX JUNE 2004-OCTOBER 2015**

I was responsible for the operation, management, advertising and public relations of a pet grooming salon and spa. I created, wrote and produced digital and printed materials including: a company website, internal client relation materials, newspaper ads, newsletters, contracts, release forms, signage and employee handbooks.

### **PRODUCTION MANAGER/GRAPHIC DESIGNER, SPECTRUM DIGITAL PRINTING, LUBBOCK, TX JULY 2002-MAY 2004**

I produced print designs for numerous clients, provided in-house printing and bindery services for Caviness Advertising, managed the production of outsourced printed materials, serviced the equipment and ran the day-to-day operations of a digital printing company and its sales staff.

### **PRODUCTION MANAGER/GRAPHIC DESIGNER, CAVINESS ADVERTISING AND PUBLIC RELATIONS, LUBBOCK, TX APRIL 2001-MAY 2004**

I was responsible for managing graphic design/advertising projects from the first client meeting through to final delivery. I was responsible for pricing, comps, time and employee management, proofing, preflighting, printer and delivery management. I oversaw such diverse projects as POP display design, newspaper advertisements, posters, direct marketing mailers, retail displays, packaging, and corporate identity, just to name a few. Some of the clients that I worked closely with were Cox Cable, Taco Villa, Alderson Motors, Lubbock Women's Club, Texas Tech, West Texas Home Builder's Association, and Anderson Bros. Jewelers.

### **GRAPHIC DESIGNER, MIDTOWN PRINTING & GRAPHICS, LUBBOCK, TX AUGUST 1999-APRIL 2001**

I designed, preflighted and set up print jobs for output to film and plate for a full service print company. I also performed computer maintenance and upgrades.

## Education

Texas Tech University, BFA Design Communications, 2001

## Skills

I have 16 years experience in print design, front-end web design, branding, print production management, prepress, estimating, budgeting, small business management, bookkeeping and computer system maintenance. Other areas of experience include illustration, signage design, POP design and production, packaging, comping and layouts, and small product photography. I am also experienced in copywriting. I am well versed in the newest versions of Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, Acrobat, Microsoft products, with HTML, CSS, JavaScript and PHP working knowledge. Currently, I spend most of my free time learning DSLR photography, animation, motion graphics and videography production techniques.

## Portfolio

My updated portfolio can be viewed at: <http://www.behance.net/digit10designs>

## Professional Organizations

AI&A

American Advertising Federation

## References

Kristie King-Caviness

Marketing Manager United Supermarkets

806-577-7731

Randall Putman

Action Printing

806-790-0878

Debbie McBride

441-0785