

Chris Britton

PROFILE

Highly creative, inventive and multi-talented Designer with over 30 years of combined experience in multimedia, marketing, print design and production. Exceptional collaborative and interpersonal skills with strong proficiency in client and vendor relations. Highly skilled at developing, fostering and maintaining “win-win” partnerships with internal and external audiences. Thrive in a fast paced environment with an emphasis on teamwork.

PROFESSIONAL EXPERIENCE

Heritage Auctions | Senior Art Director - 2012-2023

Conception and design for all marketing materials including brochures, direct mail, posters, catalogs, publication ads, signs, banners, etc. Worked with team to ensure consistent branding and aesthetic across multiple categories. Collaborate with other departments to develop and improve processes to increase efficiency and reduce errors. Marketing liaison with IT for computer and software updates and maintenance. Researched, tested and implemented company wide project management software. Train and mentor new marketing team members.

Loren Christopher Design Group | Owner Operator 2002-present

Interact with clients in all phases of production from concept to completion to provide effective print and digital projects. Create innovative design solutions to maximize impact and minimize budgets. Manage and foster strong, lasting relationships with clients and vendors.

Projects include: Photoshop image retouch, design, layout, production of preprints, direct mail, ROP and collateral pieces. web design and production, ad design, catalog design and production and logo design.

Bell Sports - Senior Graphic Designer – 2001-2002

Successfully managed and developed original design and layout production of catalogs, packaging and in-store displays. Created packaging prototypes. Provided art direction for product photo shoots. Organized and maintained all digital files.

Reliant Building Products | Art Director 1998-2001

Created new design concepts for all internal and external corporate communications from catalogs and newsletters to packaging and trade show graphics. Acted as art director on numerous product photo shoots. Successfully negotiated pricing and timelines with outside vendors. Prepared executive board-level presentation materials.

Daltile International | Art Director 1992-1998

Created new design concepts for all marketing materials including catalogs, brochures, sell sheets, carry boards, packaging and trade show graphics. Supervised and trained freelance/temporary designers. Successful art direction of tabletop and room scene photo shoots. Acted as a liaison with ad agency for brand development and continuity. Maintained complete print and digital photo library and marketing database.

EDUCATION

Art Institute of Dallas — Associate of Applied Arts, 1992

SKILLS

Print - Brochures, catalogs, direct mail, packaging, signage, print production

Web - Website design, web graphics, UI/UX knowledge

Photography - Art direction, image retouch, color adjustment and correction

Advanced knowledge - Adobe InDesign, Photoshop, Illustrator, Acrobat, Robohead

Intermediate knowledge - Premier Pro, After Effects, XD, Microsoft Office, Wordpress

Novice knowledge - Blender, SketchUp,