



Chris Kiefer
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Work Experience

Harbor Freight Tools, Calabasas, CA // Lead Graphic Designer April 2009 to Present

- Oversee design and production of couponed magazine ads - 20-40 ads weekly
- Design and layout on 4 differently branded weekly email campaigns
- Design and layout of 20-page and 30-page coupon books
- Work closely with Art Director and two other designers to ensure all scheduled deadlines are met
- Retail store signage and in-store materials
- Collaborate with coworkers on various projects (catalog pages, retail flyers, etc.) as needed
- Processing of Postscripted files into Press Ready PDFs
- FTP uploads and follow up confirmation with publishers
- Training of new employees
- Volunteer on Employee Emergency Response Team - First Aid, CPR and AED certified

ValueClick, Inc., Westlake Village, CA /Creative Designer, April 2007 to October 2008

- Design and concept of landing pages, e-mail campaigns and banner ads
- Maintain pace of 1-2 campaigns from concept to completion per day
- Work with affiliate marketing managers to create visually appealing ad campaigns
- HTML coding / troubleshooting of landing pages before handing off to production
- Upload completed e-mail campaigns and banner ads on user interface
- Maintain and update product and stock photo library

Marketing Innovations International, Agoura Hills, CA // Lead Graphic Designer, July 2005 to April 2007 // Graphic Designer, August 2000 to July 2005

- Catalog concept, design and press checks for 64-page annual catalog and 20-page midyear catalog
- Fabric pattern concepts and design for the company's largest account
- Corporate website design and maintenance
- Product concept and design for custom projects and company catalog line
- Train new graphic department employees
- Design and create promotional e-mail blasts to promote new product lines and special offers
- Prepare artwork files according to specs for overseas manufacturing
- Trade show collateral - booth graphics, advertising flyers and sell sheets
- Process daily orders and clean-up artwork as needed
- Organize and maintain graphics archive
- Product photography

Computer Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Dreamweaver, Flash, Quark, Microsoft Office, STEP, FTP, Microsoft Access and Willow Job Tracker

Education

Woodbury University, Burbank, CA

Bachelor of Science Degree, May 2000 - Graphic Design, Print Concentration

Clarion University of Pennsylvania, Clarion, PA

Master of Science Degree, December 2010 - Library and Information Science

Website with Online Portfolio

<http://www.chriskiefer.com>