

chrisowens

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design.chrisowensphoto.com

[linkedin.com/in/gochriso](https://www.linkedin.com/in/gochriso)

SUMMARY

Experienced with hands-on leadership and execution of digital experiences from start to finish, including requirements gathering, persona research, UI and wireframe development, user testing, and front-end development collaboration.

A creative design and branding professional with proven results executing marketing and advertising campaigns from concept to delivery.

Certified in User Experience with a specialty in Interaction Design.

Award-winning studio and location photographer and Photoshop artist.

Specialties: Digital and print art direction, user experience, marketing strategy, content marketing.

EMPLOYMENT HISTORY

January 2016-Present

Capital One

Senior Art Director, UX Consultant

Serve as visual design and user experience expert for the Card Learning team.

Responsibilities include:

- ~ Provide design leadership for digital learning solutions
- ~ Educate team and establish best practices for visual presentation of digital learning materials
- ~ Partner with internal teams to ensure appropriate branding and UX principles are implemented

February 2016-September 2016

Virginia Farm Bureau Insurance

UX Consultant

Interaction, usability, and interface design for Virginia Farm Bureau web properties.

February 2014-January 2016

Virginia Farm Bureau Insurance

Art Director

Responsible for introducing and implementing the following successes to the organization:

- Insurance website rebuild and redesign
- UX principles, user testing, and A/B testing
- Updated brand standards and digital style guide
- Hubspot CRM software, process, and strategy; increasing emailing list 10x, average open rate of >50%
- Pay-per-click advertising with an average conversion of 8%
- Project management software and processes

Additional responsibilities include:

- ~ Strategy, design and project leader for fundamental improvements to the Farm Bureau brand
- ~ Partner with internal stakeholders and external consultants to develop new digital presence
- ~ Provide direction to graphic design and copy talent to ensure consistent visual and verbal messaging
- ~ Provide creative direction for branding agency to develop new advertising collateral based upon results of customer research study and persona development
- ~ Update and maintain visual presence for multiple corporate websites
- ~ Train new employees in marketing, branding and social media best practices

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April 2013-February 2014

Capital One/Aquent

Senior Art Director - Contract position

- ~ Collaborate with multiple lines of business to interpret creative briefs and develop effective marketing to meet stated business needs
- ~ Design (and code when necessary) email and direct mail marketing campaigns
- ~ Member of the pro bono design team

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2009-Present

Chris Owens Photo, LLC

Principal

- ~ Collaborate with clients to execute quality photography assignments, both on location and in studio, in a timely and professional manner
- ~ Maintain high level of communication throughout project timeline
- ~ Perform all necessary photographic retouching, delivery and archiving to meet client expectations
- ~ Maintain chrisowensphoto.com using a WordPress CMS

2011-2012

Ledbury

Branding and Presentation Manager

- ~ Collaborate with graphic designers in branding of Ledbury.com, including photography, design, presentation, content scheduling, and wireframing and layout of new content
- ~ Photograph all product for Ledbury.com while maintaining consistent presentation
- ~ Concept, art direct and execute studio and location-based photo shoots
- ~ Collaborate with web developer to execute website changes
- ~ Design, code and schedule effective email marketing and AdWords campaigns
- ~ Maintain brand consistency on social media and print advertising

Highlights

- ~ Standardized product photography and presentation on entirety of Ledbury.com
- ~ Increased email marketing list by 3000 subscribers in 6 months
- ~ Increased Facebook likes by 2000 and Twitter followers by 300 in 6 months
- ~ Increased conversion rate of select AdWords campaigns to over 10%

1998-2011

CarMax

Advertising Manager

- ~ Interpret creative briefs and provide creative direction for effective, budget-conscious solutions
- ~ Manage team of 3 art directors and annual workload of 1000 projects
- ~ Manage collaboration between art directors and copy writers
- ~ Present creative work to senior-level executives

Art Director

Highlights:

- ~ Served as project leader on TV branding integration
- ~ Designed graphics for multiple CarMax websites
- ~ Supervise installation of marketing signage and collateral in CarMax locations

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TECHNICAL KNOWLEDGE

- ~ Adobe Creative Suite
- ~ Axure, Sketch, InVision
- ~ Coding language (HTML, CSS, Bootstrap) and content management systems
- ~ DSLR equipment and on or off-camera lighting
- ~ Video editing software

AWARDS

Photoshop World Conference - GURU Award Winner

CERTIFICATIONS

UX Certification - Interaction Design Specialty Nielsen Norman Group License 1007764

March 2015

HubSpot Inbound Certification

November 2016

EDUCATION

B.S. Communications

Pensacola Christian College

May 1996