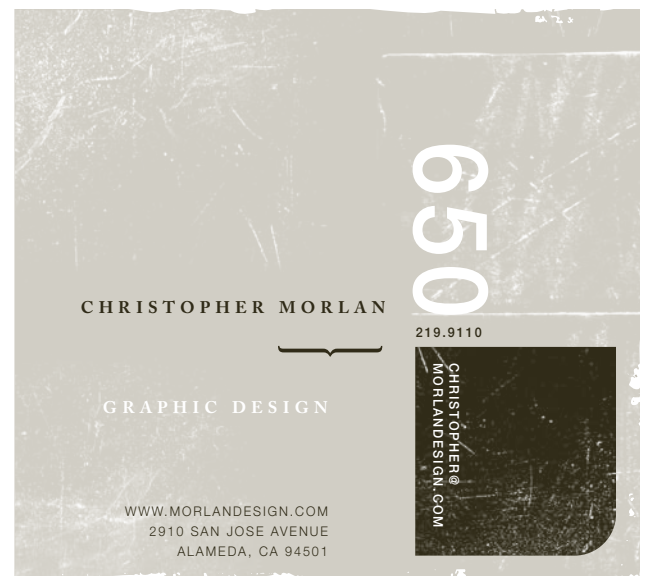


CAREER  
SUMMARY\_

Over fifteen years of print and digital creative direction and design for projects spanning the gamut of national monthly magazines, educational non-profits and industrial web sites. The coordination, conceptualization and execution of point-of-sale packaging, corporate and product identity, business-to-business and business-to-consumer marketing materials, print and digital advertisements, photo shoots, press checks, training and guidance of junior designers, and direct client presentation and consultation are par for the course.



EXPERIENCE\_

**FREELANCE DESIGN & ART DIRECTION** *\_new york, ny & san francisco, ca | 1994 - present*

Created logos, branding strategies, marketing collateral and web sites for clients such as IDEO, NASDAQ, QVC, BBDO West, Bay To Breakers, Landec Corporation, Hispanic Scholarship Fund, Blue Cross of CA, Grey Advertising, Square2 Design, Philippe Becker Design, Volvo, Barnes & Noble Booksellers, BMG/Blue Note, the United Nations, Business 2.0 Magazine and Revolution Magazine.

**INSTRUCTOR, ACADEMY OF ART** *\_san francisco, ca | september 2006 - present*

- > Lead classes in graduate and undergraduate programs, both onsite and online. Topics range from advanced print design classes focused on publications and multi-use campaign materials to specialized typography concepts and skills.

**CREATIVE DIRECTOR, CRESCENT JEWELERS** *\_alameda, ca | june 2005 - october 2006*

- > Served as creative lead on all branding initiatives, including a global rebranding initiative to transition the 70-year old company from its position as a lower-tier value jeweler to an affordable modern luxury retailer. These played out across seasonal window campaigns, catalogs, brochures, mailers, interior and exterior signage, web, packaging and radio.
- > Built creative department from scratch—from equipment and floorplans to budgets, staff, production processes and cross-departmental initiatives. Recruited and maintained an integrated and collaborative creative team, including designers for print and web, copywriters and production managers.
- > Helped drive month-over-month new customer growth averaging 20% in new target market.

**ART DIRECTOR, MAXIMUM PC MAGAZINE** *\_brisbane, ca | june 2001 - november 2001*

- > Directed a team of 2 designers in the monthly production of this mass market consumer magazine.
- > Booked photographers, illustrators, designers and other production staff on a regular basis.
- > Reduced design operating expenditures by 82% without sacrificing existing quality standards.

**ART DIRECTOR, OLCDESIGN NYC** *\_new york, ny | october 1994 - november 2000*

- > Involved with design solutions for every client from concept to execution; assembled and managed teams of in-house and freelance talent. Focused on fashion, creative and music industries, providing branding, web, promotional, direct mail and environmental design for trade shows.

EDUCATION\_

The Academy of Art University | BFA GRAPHIC DESIGN, SUMMA CUM LAUDE | SAN FRANCISCO 2001-2005

The School for Film & Television | NEW YORK CITY 1994-1996

The University of Minnesota | MINNEAPOLIS 1993-1994

CREO MODUS EXEMPLAR\_

FIVE WORDS TO DESCRIBE ME - strategic. driven. infectious. lyrical. twisty.

CHRISTOPHER MORLAN

RESUMÉ CONTINUED

**SKILLS\_** MAC + PC savvy with Adobe Creative Suite CS3. Familiar with QuarkXPress, Painter, HTML, Flash, Microsoft Office among others. Adobe Certified Expert (ACE) Photoshop.

**RECOGNITION\_** Step Inside Design Magazine, JAN-FEB 2006  
> "Every Design Tells A Story" article about my portfolio. Available online.

CMYK Magazine No. 35, FALL-WINTER 2006

Academy of Art University 2005 Spring BFA Portfolio Review

> Juried selection for Hallmark Award for Excellence in Graphic Design, Best in Show

Academy of Art University Spring Shows 2002-2005

> Packaging, identity and print work selected by jury for display.

**ADDITIONAL\_** Member of AIGA San Francisco Chapter.

References and portfolio available on request.

Full portfolio available at [www.morlandesign.com](http://www.morlandesign.com)

FIVE WORDS TO DESCRIBE ME - strategic, driven, infectious, lyrical, twisty.