

CHRIS CAMERA

Design Leader. Teammate. Partner.

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Midlothian, VA 23113

410 963 1936

ABOUT ME

Team-oriented design leader with client-facing abilities, strong digital production and development skills and a sharp creative edge.

KNOWLEDGE

Art Direction	Illustration <ul style="list-style-type: none">• 2d/3d• Vector
Branding/Identity	
Copywriting	Media Creation <ul style="list-style-type: none">• Animation• Video/Audio Production
Creative Direction	
CMS <ul style="list-style-type: none">• Custom• Design• Development• Drupal• WordPress	Project Management <ul style="list-style-type: none">• Lean/Agile• Waterfall
Design <ul style="list-style-type: none">• Application• Interactive• Package• Print• Web	KIOSK
Desktop Publishing	Typography
Digital Production	Mac/PC Skills
Direct Mail <ul style="list-style-type: none">• Design• Prepress• Vendor Relations	Marketing Campaign
E-Commerce <ul style="list-style-type: none">• Administration• Setup• Shopping Cart	Marketing Communications
	UX/UI <ul style="list-style-type: none">• Wireframe• Rapid Prototype• Front-End Development

OBJECTIVE

Bringing a wide range of conceptual, production, client and team management ability, I believe that successful design professionals need more than the capability to execute across all platforms. They need understand that those methods and practices are continually evolving. Successful communication is an ongoing individual and organizational pursuit. I'm interested in an impact role on a dynamic team where collaboration, flexibility and innovation enhance the user experience, grow the business and connect people.

EXPERIENCE

Senior Designer

McKesson Patient Care Solutions Richmond, Virginia [11/18 - Present]

Provide strategic direction, UI/UX design and multimedia production services to build the MPCS brand and market footprint. Key work includes:

- Design and develop a broad range of targeted print, web and media projects in a collaborative, multi-deadline environment
- Direct and produce supporting video and multimedia campaign collateral including the MPCS National Sales Conference FY 2020
- Coordinate with vendors on print and fulfillment
- Enhance team communications and process

Principal Owner & Creative Director

Vintage Outside, Richmond, Virginia [05/15 - Present]

Created and produced 26 vintage-style art compositions to date resulting in over \$400,000 in sales. Locations include Richmond, DC, New York, Austin and the Outer Banks. In addition to the design and creation, key work has included:

- Developed effective localized marketing strategies cohesive branding and promotional products
- Built and deployed an e-commerce site utilizing SEO best practices and averaging 5000 unique visitors a month
- Directed production and supply-chain, including printing, framing, storage, fulfillment and direct-to-customer drop shipping



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