


# CHRIS MORROW

Art Director | Designer

Dallas-Fort Worth Metroplex

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## ABOUT ME

Creative multi-talented, detail-oriented designer with experience in a variety of multimedia, electronic and print design production. Exceptionally skilled in translating subject matter into concrete designs for a wide range of marketing, promotional and informational materials. Exceptional collaborative and interpersonal skills. Excels in deadline-driven environment while operating within strict budget requirements.

## EDUCATION

**Bachelor of Fine Arts-Graphic Design**  
**Louisiana Tech University** | Ruston, LA

## SOFTWARE SKILLS



InDesign



Photoshop



Illustrator



Acrobat



Dreamweaver



WordPress



After Effects



Premiere



Workfront



PowerPoint



Word



Excel

## WORK EXPERIENCE

### Higginbotham Insurance

Fort Worth, TX

#### Contract Senior Graphic Designer

January 2024-August 2024

Developed various business-to-business employee benefits guidebooks in a fast-paced environment. Collaborated with account managers and writers to produce custom branded materials, infographics and RFPs for new business pitches.

### Kelli's Gift Shop Suppliers

Carrollton, TX

#### Senior Graphic Designer

February 2023-January 2024

Collaborated with the marketing team to design and produce two 100-300 page product catalogs a year. Other projects included multi-page holiday product fliers, in-store and POP signage, product labels, tags and pitch presentations.

### iCode Schools

Frisco, TX

#### Senior Graphic Designer

July 2022-Feb 2023

Designed and produced various custom marketing materials for over 50 school franchises primarily using Canva—enabling the franchisee to customize text and QR Codes. Materials included posters, fliers, banners, outdoor, emails, social media, packaging, privacy windows, wall murals, vehicle wraps, etc.

### Anchor Products

Haltom City, TX

#### Senior Graphic Designer

February 2021-July 2022

Collaborated with members of the marketing team to conceptualize, design and produce marketing materials for an innovative, field-leading manufacturer of industrial low-slope and flat roof equipment and securement anchors.

### Quad Industries

Flower Mound, TX

#### Senior Graphic Designer

April 2019-June 2020

Executed professional on-brand concepts across various media for several retail clients. Managed workflow efficiently while taking responsibility for quality control and creation of prepress files released in an agency environment. *COVID layoffs.*

### AAFES, Plastipak, IN Marketing Services, Ivie & Associates

DFW Metroplex

#### Freelance Senior Designer

May 2016-April 2019

Successfully managed and coordinated art direction, print design, web element design and publication development projects from concept through completion. Acquired new customers and strengthened customer relations by providing exceptional guidance and top-quality designs.

### INPROV, Ltd.

Southlake, TX

#### Graphic Designer

July 2015-June 2016

Effectively integrated ideas across multiple mediums including print, digital and social media. Developed original marketing campaigns for high-profile television evangelist clients.

### Motiv8 Agency

Fort Worth, TX

#### Graphic Designer

October 2014-July 2015

Coordinated with the account services and print production teams to develop workflows for managing and maintaining all printed and digital materials. Designed corporate and direct mail marketing collateral for internal clients and corporate customers.

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## WORK EXPERIENCE (continued)

**Sally Beauty** Denton, TX  
**Contract Senior Graphic Designer** November 2013–October 2014  
Collaborated with clients, designers and consultants to create vision as well as meet all deadlines. Designed, produced and maintained collateral materials within brand guidelines. Researched competing businesses and industry trends.

**Boy Scouts of America** Irving, TX  
**Art Director** July 2007–September 2013  
Created visual and verbal content of creative materials. Updated and maintained uniformity of company visual materials; functioned as a brand ambassador to ensure brand standards were achieved. Maintained client strategies and objectives within budget. *Entire division laid off and replaced with outside in-house agency.*

**TM Advertising** Irving, TX  
**Studio Artist / Art Director** December 2004–July 2007  
Created and produced professional advertising while ensuring clients' graphic standards. Prepared and released press-ready files. Created mechanicals, comps and presentation materials used for new business presentations. Collaborated with writers to design promotional materials for various corporate clients. Met with clients to present idea strategies and collect feedback.

**TaCito Direct Marketing** Dallas, TX  
**Graphic Designer** September 2003–December 2004  
Conceptualized, designed and produced various creative marketing materials in a fast-paced agency environment primarily for auto dealers throughout the country. Oversaw in-house production of printed materials, film processing and press checks.

**HD Vest Financial Services** Irving, TX  
**Graphic Designer II** August 1999–February 2003  
In-house marketing designer in charge of creating all printed marketing material for a major financial advising firm. Oversaw temporary graphic artists, obtained bids and awarded jobs. Staff photographer. *Employee of the Month, April 2002.*

**Houghton Mifflin Harcourt** Fort Worth, TX  
**Art Director** September 1998–August 1999  
Managed, directed and coordinated the design and art program throughout the completion of the production cycle of college textbooks. Contracted and supervised freelance designers and photographers. Cooperated with the marketing department to produce marketing materials as requested.

**Taylor Publishing Company** Dallas, TX  
**Team Leader / Graphic Designer** March 1996–September 1998  
**Graphic Designer:**  
Created all company marketing materials in one of the nation's largest yearbook publishers. This included producing a monthly full-color magazine: *Taylor Talk*.

**Team Leader:**  
Supervised production of a five-member team of cover artists in a high-volume publishing company. *Awarded Graphic Designer position in Marketing Department.*

**Production Artist:**  
Created prepress artwork for all book covers produced. *Promoted to Team Leader.*

## REFERENCES

**Jay Pointer**  
Relationship: Supervisor at BSA  
Creative Director | Freelance  
**214.886.2800**  
**jaypointer13@gmail.com**

**Kevin Byrd**  
Relationship: Superior at Quad Industries  
Senior Art Director | Quad Industries  
**214.514.1058**  
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**Karen Thompson**  
Relationship: Supervisor at BSA  
Marketing Director | Retired  
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**Stephen Hernandez**  
Relationship: Coworker at BSA and INPROV  
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**Jason Sternberg**  
Relationship: Coworker at TM Advertising  
Sales Manager | Southwest Materials  
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**Jason Priakos**  
Relationship: Personal Friend  
Partner Manager | Couchbase  
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## PERSONAL INTERESTS



Camping



Canoeing



Caving



Travel



Meet-ups



Skiing



Mountain  
Biking



Home  
Improvement



Auto  
Repair