



Christopher Channing Cooper

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OBJECTIVE:

A multi-faceted Creative Director with diversified design and management expertise who excels in executing high-quality, engaging, strategic, and innovative visual communications.

EXPERIENCE:

12/2008 / PRESENT

MOTOR DESIGN, Freelance Graphic & Web Design studio

Owner, Freelance Art Director, Graphic & Web Designer, Photographer

Services: Freelance art direction, print and web design, photography; collaborate with Web Designers, Flash artists, Backend Coders, Graphic Designers, Stylists, Photographers, and Print Vendors

Projects:

Cohn & Wolfe - New York, NY Senior Art Director and Design

- Provided Art direction and design solutions for multiple PR related projects, presentations, and advertising
- Worked closely with Presidents and other designers within Cohn & Wolfe's worldwide offices

National Communications Group - New York, NY Freelance Art Director and Designer

- Designed wallwraps for the Boomer Esiason Foundation
- Created Castrol Motor Oil Tradeshow structure wraps and banners
- Developed and Designed Conference room wallwraps for Castrol Motor Oil Headquarters
- Rebranding of National Communications which includes the logos, color treatments, eblasts, and website
- Developed and Designed the New York Jets 2011 Yearbook Cover and 2011 Kickoff Luncheon Materials

Capezio BalletMakers Inc. - Totowa, NJ Senior Graphic Design

- Provided Art direction and design solutions for marketing services which included special marketing initiatives, packaging, custom bag design and production, web banners, e-blasts, and e-newsletters
- Worked side by side with other designers and heads of marketing. Presentations of projects where given to the CEO of Capezio

The Food Network - New York, NY Guy Fieri's Roadshow

- Developed truckwraps and outdoor materials for "Guy's Across America Cooking Roadshow"

National Appraisal Consultants - New York, NY

- Rebranded the company and redesigned company's Web site to improve usability

Taxicab Partitions - New York, NY

- Rebranded the company, including all print materials, event signage, advertising, and Web site development

Scott Kay Jewelers Inc. - Paramus, NJ

- Executed a new design for Scott Kay.com bringing into a stronger social media environment as an e-newsletter feel with tons of links to articles, video, stories, etc. which would be updated frequently
- Created Web Banners for Saks Fifth Avenue showcasing Scott Kay Men's Jewelry lines
- Collaborated directly with Scott Kay to design and direct his mens "fashion jewelry" campaigns

Weber Shandwick Worldwide - New York, NY

- Collaborated on Public Relations pitches, design development, and PowerPoint presentations

GreenPitch Soccer Magazine - New York, NY

- Art directed, designed and executed quarterly soccer publication, which was sold at US newsstands and Barnes & Noble retailers
- Directed and Designed GreenPitch publications Web site. www.greenpitch.com

03/2008 - 11/2008

eFashion Solutions – Secaucus, NJ [www.efashionsolutions.com]

Design Studio Director – Creative Director

- Supervised creative development with the photo studio, interactive, and marketing teams
- Managed design staff on all daily workflow and schedules
- Supervised promotional calendars and the daily design tasks with my design team, interactive, and marketing teams
- Managed creative concepts from third-party design firms
- Collaborated with clients' design teams and executives for all concepts and timing of Web launches/Web site refreshes
- Managed budget, timelines, and schedules with the production Managers, Designers, and Clients to ensure timelines were met

Clients: DKNY, Ben Sherman, Sean John, New Era, Baby Phat, Deréon, Rocawear, Orange County Choppers, Playboy, and Vince

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11/2006 - 02/2008

Fathom Creative – New York, NY [fathomcreative.com]

In-house Art Director for Weber Shandwick Worldwide

- Served as Art Director on projects from initial client meetings to production
- Collaborated with Weber Shandwick senior level executives and presidents, New York-based Fathom clients, and Fathom DC office Art Directors and management
- Hired design staff and freelancers
- Completed daily oversight of all creative work produced by designers in both the NY and DC offices
- Managed budget, timelines, and schedules in coordination with the production manager

Clients: Nortel, Texas Instruments, Microsoft, 911 Memorial & Museum, Amazon.com, Timberland, Kohler, MAC, HSBC, Caress, Electrolux Appliances, Hard Rock Park, Suave, Ragu, Scottish Enterprise, USTA, Weber Shandwick Healthcare Group- AARP, Addecco, Allergan, AlphaPharma, Amdocs, Organon, Prilosec, and Spiriva

01/2006 - 10/2006

Time Inc. Corporate Sales & Marketing, New York, NY

Freelance Senior Graphic Designer

- Rejuvenated and redesigned the Corporate Creative Department's image and guidelines
- Executed in-house design projects, eg. PowerPoint presentations, ad concepts, and event materials
- Collaborated with other Designers on internal creative initiatives
- Conceptualized and brainstormed with Marketing teams, CEO's, and Vice Presidents on all major campaigns

Clients: AMEX, Dove, Citi Group, Starwood, and Walmart

12/2004 - 01/2006

Court TV, New York, NY

Off-Air Creative Group, Freelance Senior Graphic Designer

- Executed in-house design projects and outdoor campaigns for tentpole programs
- Managed and collaborated with other designers on internal creative initiatives
- Conceptualized and brainstormed with Managing Art Directors and Vice Presidents on all major program campaigns
- Fulfilled creative and presentation needs for On-Air, Affiliate Relations, Ad Sales, and Public Relations departments

Show Launches: Impossible Heists, Psychic Detectives, Beach Patrol San Diego, Haunting Evidence, NOPD Katrina, Forensic Files, Texas S.W.A.T., Dominick Dunne, and Parco P.I.

Major Achievement: Responsible for Court TV's "Seriously Entertaining" rebrand efforts, which subsequently resulted in the highest cable TV ratings in the channel's history.

05/2002 - 10/2004

National Communications Group (NCG), New York, NY

Art Director (7/2003 - 10/2004) - Graphic Designer (5/2002 - 7/2003)

- Expanded the Art Department from a staff of 2 to 6 full-time and freelance Graphic designers
- Managed Art Department staff while still completing design duties

Clients: New York Jets, Cleveland Browns, Baltimore Ravens, New York Liberty, WNBA, New York Islanders, J. Crew, Pfizer, and Alliance for Lupus Research (ALR)

Major achievements: Revitalized the look of NFL, expanded the reach of team advertising and promotion to tailgating events and bold wallwraps and signage. Also, enhanced the image of The New York Liberty, WNBA as a powerful female sport.

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09/2001 - 03/2002

Jive Records • Zomba Recording Company, New York, NY

Freelance Art Director for a major recording label

02/2001 - 06/2001

Sawyer-Miller Group, New York, NY

Freelance Art Director for a major pharmaceutical advertising agency

02/2000 - 02/2001

Select Communications, New York, NY

Art Director for or a major ad agency specializing in Designer Apparel, Fragrance, and Automobile Manufacturers

INTERNSHIPS:

01/1998 - 06/1998

Jive Records • Zomba Recording Company, New York, NY

Graphic Design Internship

01/1996 - 07/1996

POPsmear magazine, New York, NY • Magazine and Design Firm

Executive Assistant and Graphic Design Intern

EDUCATION:

The School of Visual Arts - New York, NY

B.A. in Graphic Design - 1998

AWARDS:

Recipient of the 2004 American Graphic Design Award

Recognized by Graphic Design USA for the design and execution of the 2003 New York Jets Review Book

CULTURE:

Professional Member of AIGA

COMPUTER SKILLS:

MAC/PC proficient, Adobe CS5, QuarkXPress, ALL Microsoft Office applications, Slugger, CD Finder, Outlook, Entourage, Clients & Profits, and ACE

Portfolio, Recommendations, and References Furnished Upon Request.