

DANIEL CHRISTMAS

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ART DIRECTOR & GRAPHIC DESIGNER

Accomplished Art Director & Graphic Designer with 20+-year portfolio of success partnering with Marketing Directors and other executives to design and execute creative publication designs, book covers, marketing tools, logos, videos, websites, brand identities, outdoor advertising and tradeshow booths. Extensive freelance background, poised to transition back to on-staff position. 10+ years' experience managing 4-color pre-press publication production. Dedicated to delivering projects on-time and on-budget.

Areas of expertise include:

Publication Design • Consumer Book Design • Consumer Packaging • Website Design • Logo Design
Video Production • Trade Booth Designs • Advertising Campaigns • Brand Identity • Direct Mail
Art Direction • Creative Concepts • Marketing Collateral • Multimedia Design
Graphic Design • Print Pre-Production • Software Packaging • Copywriting • Tagline Development

FREELANCE DESIGN & MULTIMEDIA EXPERIENCE

LAKEFFEKT – Chicago, IL

1988-PRESENT

Freelance Art Director & Designer

Perform as Freelance Art Director and Designer on assignment; partner with Marketing Directors from small and large businesses across diverse industries. Develop concepts and designs to produce logos, websites, consumer packaging, book covers, publication graphic designs, multimedia, videos, direct-mail pieces, and marketing collateral. Drive creative production from concept through delivery stage. Supervise photographers, illustrators, creative teams, and other 3rd-party vendors as needed.

Key projects & clients include:

Publishing: Book & Magazine Design

- **Dearborn Publishing Group (1990-Present):** Partner with Marketing Director to develop and execute design concepts for consumer book covers; prepare cover files for print reproduction; design branded book series and software packaging for educational training manuals.
- **Independent Film & Video Monthly (1992-2002):** Served as Design Director for 10 years for this monthly publication with 75-80 pages per issue; established new brand identity and overall visual style guide including masthead, contents page, and section headers; managed monthly layout, design, and pre-press print production.

Consumer Product Packaging & Logo Design

- **Salton, Inc. (1994-2003):** Performed as Package Designer and Art Director; developed new brand and logo identity; partnered with Product Brand Managers to design packaging, print advertising, product collateral, and direct-mail pieces for multiple high-quality kitchen and home appliances, most notably: Breadman, Juiceman, George Foreman Grills, Nutritionist, Linda Evans signature, Rejuvenique, Farberware, Spresso Coffee Makers, Relaxor Foot Massagers, Russell Hobbs appliances.
- **Lipson Alport & Glass (freelance production on Ahold USA 2003):** Assistant to production management; design adaptation and prepress final art production rollout on 200+ skus of household consumer goods; partnered with internal account management & Product Brand Managers at Ahold.
- **Oliso iTouch Iron:** Developed packaging and direct print trade advertising.
- **Whiteford's Gourmet Food Products Inc:** designed brand logo and package labels for BBQ sauces; wrote copy and taglines.
- **Wolfgang Puck:** Created package concepts for new signature line of household appliances.
- **Homedics:** Designed brand identity and wrap-around printed package label concepts for travel pillow.
- **Sunbeam:** Created packaging concepts using die cuts for a sports wrap.
- **Spirit Brands:** Developed logo for company that invented "swizzle stick."

PROFESSIONAL EXPERIENCE CONT'D

LAKEFFEKT, CONT'D

Music Videos & Documentaries

- **Vulgar Boatmen Story Rock Documentary:** Provided video editing and directed audit editing; designed press kit package.
- **Grant Park Music Festival Video:** Filmed and edited 15-minute video to promote a children's learning program featuring Christopher Bell conducting orchestral ensemble with chorus.
- **Victor Skrebneski Docu-Short Video:** Produced video of Chicago's famous fashion photographer on location; edited 15-minute short documentary and 1-minute trailer.
- **Family History Video Edit:** Edited comprehensive family history storyline spanning 50 years, utilizing 8mm film, VHS footage, and still shots.

Web Design

- **Xart Entertainment Management Group** (xartentertainment.com): Designed website with Ai CS3, converted to layered Ps CS3 for import to Fl CS3 for animation.
- **Diversified Entertainment Inc.:** Designed new brand identity for video conferencing software developer "Digital Union;" created look and feel for website with draw-down pages.

Consumer Advertising Newspaper Print Design & Production

- **Grant Park Music Festival:** Designed, produced and uploaded 1 display AD each for new concert events to 6 different publications weekly, for the entire summer concert season. A few key publications included The Chicago Tribune, Time Out Chicago, and La Raza. Provided concept designs for Grant Park Orchestra Seasonal Poster.

Tradeshaw Booth Design

- **BMI Medical Imaging:** Developed and executed tradeshow booth design for the RSNA tradeshow.
- **LA Defense Attorney:** Created tradeshow booth for Criminal and Drunk Driving exhibition.

CAREER NOTE: Experience also includes staff role as **Senior Art Director** for **Doremus & Company**, a New York City based Ad Agency.

EDUCATION

Graduate, York Academy of the Arts

PROFESSIONAL DEVELOPMENT

Adobe & Quark Express Courses ~ Art Institute of Chicago
Flash Animation Beginner Course

TECHNICAL PROFICIENCIES

Adobe Master Collection CS4, Final Cut Pro 6, DVD Studio Pro2, Keynote, PowerPoint, Word