

# 1

## DAN CHRISTMAS

## RESUME

**OLISO®** Continuing projects developing packaging for the Oliso brand of products. Develop and direct print trade advertising.

**WHITEFORD'S GOURMET FOOD PRODUCTS INC:** Brand logo and package labels for a line of BBQ sauces. Provide copy direction and created the [Hot]™ and Love Your BBQ™ taglines.

**OLISO® iTOUCH IRON PACKAGING:** Create new packaging based on existing with new product photo direction, emphasis on features and background color exploration. Establish a graphic format for trade-marked functional features.

**LOGO/WEB DESIGN/VIDEO:** Xart Entertainment Management Group. Designed site with Ai CS3, convert to layered Ps CS3 file for import to Fl CS3 for animation. Video shooting, editing and Ae CS3  
SITE LINK: <http://www.xartentertainment.com/>

**MUSIC VIDEO:** Direct and edit (work in progress)

**TRADE BOOTH:** LA Defense Attorney Criminal and Drunk Driving Specialists.

**ROCK DOCUMENTARY:** The Vulgar Boatmen Story 1 hour play time. Video editing and direct audio editing and master, design press kit package. Author DVD master.

**LOGO/WEB DESIGN:** Digital Union video conference software developer, LA

**LOGO DESIGN:** Spirit Brands <http://www.spir-it.com/> The company that invented the "Swizzle Stick".

**GRANT PARK MUSIC FESTIVAL VIDEO:** Shoot and edit a 15 minute video promoting a "Kids Learning" Program. Project: De-mystify classical music for children with Christopher Bell conducting orchestral ensemble with chorus. Sample on request.

**GRANT PARK MUSIC FESTIVAL:** Print advertising the FREE concerts at Millennium and Grant Park for (6) Chicago Publications media schedule.

**VICTOR SKREBNESKI DOCU-SHORT VIDEO:** Create video for Chicago's famous fashion photographer on assignment photographing two female models; jewelry and swimsuits; special insert; Florida International Magazine. Edit 15 minute short documentary and a 1 minute trailer. Sample on request.

**FILM / VIDEO EDITOR:** Short film for entry into film festivals. 30 minutes. Sample on request.

**BMI TRADE BOOTH DESIGN:** RSNA tradeshow BMI Medical Imaging, Barrington, IL  
<http://www.bmimed.com/index.htm> Samples on request of the 2005 show booth design.

**BMI AD CAMPAIGN:** Write copy and create Ads based on BMI Medical Imaging, Barrington, IL refurbished MRI and CT scanners savings strategy. Media insertions medical trade magazines and local newspapers.

**FAMILY HISTORY VIDEO EDIT:** Assemble stills and organize existing video footage; edit a comprehensive family history storyline spanning 50 years. Showcasing the memorable events in the family history. 8mm and VHS footage supplied by client.

**WOLFGANG PUCK:** Package concepts for new Wolfgang Puck signature line of household appliances.

**HOMEDICS:** Design brand identity and wrap around printed package label concepts for a travel pillow, merchandised with hang tag. Agency: Homedics In-House Design, Detroit, Michigan

**SUNBEAM:** Created concepts for packaging with die cut for a sports wrap. Assignment was to break the corporate packaging standard and explore new ways to distinguish the product from the category and visualize new ways to work with the Sunbeam Logo. Agency: Spark, Chicago

**SALTON, INC:** May 1994-August 2003 Package Designer, Art Director  
Establish new refreshed brand/logo identity in 1996. Work with product brand managers responsible for marketing unique, high-quality appliances for the kitchen and home. Design packaging, print advertising, product collateral and direct mail, for a broad range of well-known products. Brands include Breadman; Breadman-Gino's East Pizza Oven; Juiceman and Juiceman related products; George Foreman Grills; Nutritionist; Linda Evans signature Rejuvenique; Farberware; Spresso Coffee Makers; Relaxor Foot Massagers; Russell Hobbs Line of Appliances and additional assorted products among the Salton brand.

**INDEPENDENT FILM & VIDEO MONTHLY:** January 1992-April 2002 Design Director Served as design director telecommuting from Chicago for The Independent Film & Video Monthly Magazine headquartered in New York City. Launch new identity including masthead, contents page, section headers and established the publication's overall visual style. Monthly responsibilities consist of layout, design and production. Collaborate with the editor-in-chief on design and visual direction to create the feature articles and cover concepts. Digitally inserted Hi-Res advertising files for the current month. Upload all quark files via FTP to New York for final edit and revisions. Compose final edits and revisions and upload all files via FTP to printing facility located in Pennsylvania. Average turnaround time each month was 10-15 days. The magazine averaged 75-80 pages per issue.

**DEARBORN PUBLISHING GROUP:** January 1990-Present Book Cover Design  
Real Estate Education is the nation's premier provider of real estate education and training materials. For more than 40 years. Work with marketing director create and execute design concepts for consumer book covers guided by the client's strategic marketing directions. Prepare cover files for print reproduction. Design branded book series and software packaging for career educational training manuals, in the real estate and financial services industry.

ADOBE MASTER COLLECTION CS4 | FINAL CUT PRO 6 | DVD STUDIO PRO2 | KEYNOTE | POWERPOINT