



gthomas(chip)evans

2587 Landeau Circle • Tucker • Georgia 30084
404.702.5131 • chip@gthomasevans.com

An evangelist for the creative process. A passionate team leader inspiring creative, diverse, integrated solutions to communication challenges.

ABOUT

Managing Art Director / Designer / Web Developer / Account Executive

- Director of the Atlanta print/web design office for a regional marketing company
- Experienced manager and self-directed leader of creative design teams (both contractors and employees)
- Extensive experience and understanding of campaign branding, direct mail, and event marketing related to fund raising efforts for non-profits
- WordPress expert (with working knowledge of HTML and CSS) and current UI/UX theories. Designed, developed, deployed, and maintained 20+ client sites
- End-to-end project manager: from client objective development to delivery of the final product in multiple formats including magazines, newsletters, collateral, ads, billboards, trade show displays, presentations, direct mail, and websites
- Thorough understanding and execution of offset printing, direct mail marketing, and personalization techniques
- Proven ability to sustain a high level of customer interaction while maintaining attention to quality, profitability, and efficiency
- An active learner, capable of adapting to the ever-changing environment of modern communication, whether print or digital

EXPERIENCE:

Walker 360 - Atlanta office

Managing Art Director / Web Designer & Developer / Account Executive (2018 to present) - I manage all aspects of the Atlanta office. In 2017, I added internal Walker 360 brands and clients to my portfolio, acting as the art director, designer, and web developer, while supporting existing Atlanta clients' needs.

Managing Art Director / Print Designer / Web Designer / Sales / Account Executive (October '89 to 2017) - I was the catalyst for moving the company from a singular focus on printing and design into web-based design and publishing. Managed all aspects of the Atlanta office from office resourcing and equipment to client designs, web development, and customer service. Maintained a high level of client interaction in the design process. Made decisions on hiring and work assignments, secured and directed contract artists/designers. Only outside vendor co-located for seventeen years in the national denominational headquarters offices (includes eight different entities). I provided the majority of their graphic design, printing, and web development needs, and retained this relationship while working with other external for-profit and non-profit clients.

Renaissance 2000 Communications, Inc.

Production Manager / Designer (August '86 - October '89) - Designed and produced monthly magazines, newsletters, collateral materials, and advertisements for non-profit clients. Served as art director of photo shoots for product catalogs.

404.702.5131 • chip@gthomasevans.com

Burton / Campbell Advertising and Public Relations, Inc.

Stat Camera and Composite Transfer Equipment Operator (February '86 - August '86) - Acted as support staff for art department during successful multi-million-dollar account pitch to Rider Truck Rental 1986 account campaign.

Richard Hieman Advertising

Production / Paste-up Artist (September '85 - February '86) - Assisted the art director in designing and producing corporate identity packages and promotional advertisements for vacation resorts. Designed newspaper ads and billboards for local Atlanta real estate companies.

Daly Associates Communications, Inc.

Production / Paste-up Artist (May '84 - September '85) - Worked with the art director to produce collateral, point-of-purchase, advertisement, and display materials. Managed and distributed advertising products to the national food chain and operated the in-house stat camera.

SKILLS/TECHNOLOGY:

I have a deep understanding of all aspects of creative, artistic, and design project management in print, brand creation and implementation, educational materials design, periodical design and production schedule management, event material design and presentation. Creative, artistic, and design project management in web development: domain and hosting set-up and deployment, UI/UX development, wire-framing, and site development, appropriate SEO preparation, and site launching. Post-launch support with site resource updating and analytical support. Expertise with all aspects of graphic design software (Adobe Creative Suite, Quark Express). Proficient in multiple illustration techniques, both digital and traditional (skilled in watercolor and drawing)

- Photo manipulation, illustrative and corrective expertise
- Mastery of the pre-press process and digital delivery of printable files for the off-set and digital printing processes
- Experienced web developer planning, designing, developing and launching Wordpress sites

OPERATING SYSTEMS:

Mac OS X
Windows

CREATIVE / DESIGN:**Adobe Creative Suite:**

- InDesign
- Illustrator
- Photoshop
- Acrobat
- Adobe XD

Microsoft Office:

- PowerPoint
- Word
- Excel

Others:

Keynote
Pages
Canva
Spark

INTERACTIVE AND WEB DESIGN / DEVELOPMENT:

WordPress
Shopify
Elementor
WP Bakery
Avada Theme
Google Analytics
Adobe XD
SEO implementation

HTML/CSS

User Experience Design (UX)
User Interface (UI)

Past Experience with:

Joomla
Expression Engine
Bootstrap

MANAGEMENT/ ORGANIZATIONAL:

Asana
Trello
Slack
Basecamp
Dropbox

LEVELLING UP:

Adobe XD
Databox
Semrush
HTML/CSS
PPC Campaign Management
A/B Testing
Social Media Marketing
Social Media Management (HootSuite)
HTML/CSS
Front-End Development
User Experience Design (UX)
User Interface (UI)

EDUCATION:

Art Institute of Atlanta - Associate of Arts Degree in Visual Communication, 1985.

View my online portfolio at gthomasevans.com | references available upon request.

404.702.5131 • chip@gthomasevans.com