

# Christopher M. McGarry designer

## Objective

Hi! I'm Chris and I love design. I love being creative. I love listening, observing and learning to come up with new innovative ideas. I love planning and executing. I love tweaking and polishing. I love the challenge of making things better. I love collaborating within in a team to work towards better ideas. I love to work on web sites and create unique and intuitive user interfaces. If you have been looking for someone who is passionate about what they do then I am who you are looking for.

## Skill Sets

Adobe Photoshop	Adobe Illustrator	Adobe Dreamweaver	Adobe InDesign	Cubase SX3
HTML/XML/PHP	Javascript / AJAX	Concepting / Wireframes	Website Design	Human Interfaces
Audio Production	Video Production	SEO Best Practices	Server Management	Basic mySQL

### Career Highlights

**Saved Borders more than \$50,000 by taking the initiative to learn and implement new features in Drupal based CMS previously handled by outside firm.**

**Created fundamental and lasting style improvements across established Borders advertising properties The Shortlist and BordersMedia.com while expanding my skill set to meet new requests.**

**Independent Games Festival nomination for Innovation in Game Design and Penny Arcade Expo PAX10 nomination for Strange Attractors and Strange Attractors 2.**

### Professional Experience

**Borders Group, Inc.** – Ann Arbor, Michigan  
Interactive Designer – September 2007 to Present

Working within a multinational corporate environment to Create, Design, and Develop internet marketing strategies furthering the worldwide Borders brand online. Maintaining Borders brand consistency across multiple platforms. Design and Maintenance of Borders.com and BordersMedia.com. Creative Design and Execution of The Shortlist, a Borders focused e-mail marketing campaign with over a million subscribers. Trend research and analysis for finding new and innovative ways to further the Borders brand. Creating new and innovative digital marketing campaigns. Revising workflow to increase productivity and clarity. **Design and Development within a Drupal based content management system.** Working with internal departments to design and execute digital marketing ideas and meet internal corporate needs to increase the company's bottom line.

**Web-Optimize** – Mesa, Arizona  
Art Director – October 2006 to October 2007

Designing, directing and developing web sites, logos, print ads, corporate identities, online business models, and optimization plans from start to finish for clients ranging from multinational corporations to individuals. Creating, managing and directing content creation, processing and integration. Working with clients directly to develop a relationship and an understanding of what is requested as well as consulting on current trends, conventions and strategies. Outlining integrated back-end systems to meet complex user and client needs. Manage and balance tasks of programmers and other designers within the company.

**Ominous Development** – Kalamazoo, Michigan  
Art Director, Sound Engineer – January 2002 to Current

Art Director and Sound Engineer for indie game developer Ominous Development. Co-created Strange Attractors and Strange Attractors 2, both critically nominated games, working remotely with programmers and 3-D artists. Created all 2-D art assets, sound effects and music from scratch on a bare bones budget. Logos, web site, business cards, banner ads, print materials and all other art assets created and distributed to remote co-workers. Strange Attractors was nominated for Innovation in Game Design at the 2006 Independent Games Festival, part of the Game Developers Conference. Strange Attractors 2 was also nominated to be a part of the PAX10, Penny Arcade Expo's first independent games showcase.

**Colorbök** – Dexter, Michigan  
Prototype Designer – August 2004 to October 2006

To create and develop products not yet in production. Prototypes designed and created to test functionality and marketability. Projects include the planning, design and construction of various products utilizing digital design, large format printers and sign printing, paper craft, carpentry, metalworking and many various other methods.

### Freelance Experience

**ElectricBirds Design** – Ann Arbor, Michigan  
Freelance Designer – 1999 to Current

Freelance Web Design, Development and Management. Best Practices SEO Development, Web Site Statistics Analyzation focusing on Simplifying User Interface Design in order to increase CTR and Goal Conversions. Writing Web Site Analyzation Reports and Proposals for Potential and Current Clients. Keyword Analyzation and Integration, Management of PPC Campaigns, Ad Split Testing, Landing Page Development, Newsletter Campaigns and E-mail Blast Management and Web site Hosting.

### Professional Memberships

**American Institute of Graphic Arts** – Since 2006  
**The HTML Writers Guild** – Since 2006  
**International Webmasters Association** – Since 2007

### Education

**Western Michigan University** – Kalamazoo, Michigan  
August 1999 to August 2001  
Studied for BS in Computer Science and Mathematics

### Portfolio & References

**www.christophermcgarry.com**  
References available upon request.