

CHRIS



GACH



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## PROFESSIONAL EXPERIENCE

### STREET LEVEL STUDIO **ART DIRECTOR / LEAD DESIGNER**

2017 – Current

Develop and design advertising campaigns, print ads, logos, direct mail, marketing materials, trade show signage for top tier clients. Work closely with stake holders and team members on a daily basis. Consistently manage multiple projects while maintaining deadlines. Consistently present ideas and concepts to the creative team and senior staff.

### AMERICAN NEEDLE

2015 – 2017

#### SENIOR DESIGNER

Created custom vector artwork, logos, product catalogs and presentation decks for apparel and headwear products. Worked with clients such as: Major League Baseball, NHL Hockey, US Open Tennis, Guinness, NASA, SpaceX, Coca-Cola and many more. Contributed a positive outlook by sharing ideas, being supportive, and teaching efficient program methods to the staff.

### FREELANCE

2010 – 2015

#### SENIOR ART DIRECTOR

**Sure People** Created company branded landing pages, web banners and user interface software designs.

**Res Publica Group** Designed brand creative for the Chicago Blackhawks, Wirtz Corporation and Cook County Health and Hospitals System. Worked in tandem with the creative director, senior management, account managers and print vendors on a daily basis.

**Marketing Support Inc** Created custom package design, collaborated on ad concepts, mock-ups and various marketing support materials. Worked in tandem with the senior copywriter, creative directors and production designers on developing creative from concept to completion.

**Plan B** Collaborated with project managers in a fast paced agency environment to create advertising concepts, mood boards, direct mail brochures, front-end web design, web banners and email promotion campaigns for several industry leading brands.

**Riot Fest Music Festival** Created and established a brand identity. Developed custom illustrated marketing collateral including logo design, festival signage, functional maps, sponsorship initiative decks, merchandise, event posters, web design, digital banners and print advertisements.

### FANATICS, INC.

2013 – 2014

#### DIGITAL DESIGNER

Print design and front-end web design creating custom homepage creative and web banners for e-commerce websites. Created designs for the NFL, NHL, MLB and collegiate sports teams.

### HBG HEALTH

2011 – 2012

#### ART DIRECTOR / PRODUCTION SPECIALIST

Designed advertising concepts, print campaigns, front-end web design, web banners, interactive presentations, brand books and request for proposals. Increased department efficiency by mentoring junior staff with project management.

### PUBLICATIONS INTERNATIONAL, LTD.

2002 - 2011

#### ART DIRECTOR

Designed best selling book series *Brain Games*, and numerous other categories of publications distributed internationally. Collaborated with various departments while maintaining production timelines, executing design concepts, directing photo shoots and managing freelance artists.

### HAVAS WORLDWIDE

1999 – 2002

#### GRAPHIC DESIGNER

Created editorial wallboard layouts as well as marketing materials.

## EDUCATION

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY  
MAJOR: GRAPHIC DESIGN | ASSOCIATES DEGREE | 1997-1999

## SOFT SKILLS

- EFFECTIVE MULTITASK MANAGEMENT
- PROBLEM-SOLVING APTITUDE
- ABILITY TO LEAD AND WORK WITH OTHERS
- PASSIONATE WORK ETHIC
- POSITIVE OUTLOOK

## ACCOLADES



### 2022 DESIGN AWARDS

#### GDUSA

GRAPHIC DESIGN USA

Winner: "Experience iX"

Category: Direct Mail

Client: Canon Solutions America

Winner: varioPRINT iX Experience

Category: Website Digital Design

Client: Canon Solutions America



Platinum Award: "YOU CAN" Campaign

Category: Marketing Campaign

Client: Canon Solutions America

### 2021 DESIGN AWARDS

#### COMM

AWARDS

Gold Award: VIEW Tool Interactive Guide

Category: Website Creativity

Client: Canon Solutions America

#### GDUSA

GRAPHIC DESIGN USA

Category: Integrated Marketing Campaign

Client: Canon Solutions America



Platinum Award: "YOU CAN" Campaign

Category: Strategic Communications/  
Marketing Campaign

Client: Canon Solutions America

Gold Award: varioPRINT iX-Series

Interactive Experience

Category: Digital Media/Website/Microsite

Client: Canon Solutions America

FULL AWARD DETAILS VIEWABLE AT  
[WWW.CHRISGACH.COM/ABOUT](http://WWW.CHRISGACH.COM/ABOUT)