

CHRISTOPHER WATSON

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I'm a Designer and Art Director, possessing creative skill and intuition for branding, marketing and the need for well-thought out ideas and solutions that communicate and resonate with their intended audience.

View my work at www.kicbalstudio.com

WORK EXPERIENCE

American Airlines/US Airways - Senior Graphic Designer

Tempe, AZ. (August 2011 - Present)

- Design concepts for new American Airlines livery and logo options
- Create new marketing material for rebranded American Airlines marketing initiatives
- Design and manage web page content for USAirways.com, US Airways Vacations and Dividend Miles
- Create internal marketing and informational material vital to company communication and awareness
- Develop multiple brand-compliant ad campaigns and promotions for customer retention and membership programs such as Dividend Miles and USAirways Clubs
- Design for and manage print production of huge awareness campaign (web, print, environment graphics, social media) for '30DaysforDC' promoting new Washington DC flights and services
- Edit sound on multiple videos for interactive sales and social media platforms
- Work as the assistant producer of sound for the 2012 US Airways airplane safety video.
- Redesign and create user experience solutions for USAirways email marketing program, resulting in a sustained 23% increased click-thru rates and boosted revenue to over \$12 Million annually.
- Art direct and organize multiple photoshoots in NYC, North Carolina and Phoenix
- Responsible for in-house photography (product shots, location photography, airplane livery etc.)

Fusion-io - Graphic Designer

Salt Lake City, UT. (January 2011 - December 2011)

- Designed projects to drive sales and awareness to the brands innovative computer hardware products/services

Rockford Fosgate Corp - Graphic Designer

Tempe, AZ. (December 2009 - August 2010)

- Designed for multiple projects (branding development, buyers guides, product brochures, magazine ads, editorial spreads and tradeshow graphics) that promoted awareness and sales to the brands high-end car audio solutions

FranklinCovey - Art Director

Salt Lake City, UT. (February 2005 - January, 2009)

- Art directed and designed within revolving teams of project coordinators, writers, and photographers
- Art directed and managed photo shoots, freelance designers and the companies own production department
- Responsible for art direction, creative concepts, branding and some copywriting of all FranklinCovey paper planning products and software packaging material
- Took creative lead in product development on consumer offerings (binders, journals, notebooks, planners, etc.)
- My planner designs, such as 'Her P.O.V.' planners were top selling products in the FranklinCovey line (2006-2009)
- Worked with software developers in creating better UI design experiences for multiple software products such as FranklinCovey's flagship 'PlanPlus Online'
- Created marketing campaigns that promoted awareness and sales of company products and planning methodology, including national advertising campaigns, marketed for Staples, Office Depot, Costco, Target and Walmart
- Designed branding and sales material for FranklinCovey's retail website and retail store locations

Mall Marketing Media - Art Director/Graphic Designer

Layton, UT. (January 1998 - January 2005)

- Art directed a team of 3 designers in an ad/marketing agency that focused on retail marketing
- Developed creative concepts and copy for national marketing campaigns of various retail shopping destinations (The Mills Corporation: Arizona Mills, Ontario Mills, Grapevine Mills etc.)
- Designed and created marketing solutions that addressed branding and awareness needs of shopping destinations and promoted retail sales campaigns
- Responsible for all in-house product photography

KicbalStudio | Christopher Watson - Art Director/Graphic Designer/Photographer

(ongoing freelance design)

- Create compelling solutions for branding and identity design, logos, websites, print design and packaging
- Art Director for the itunes app game "Slash Chord" (To be released June 2014)
- Consistently deliver on projects that meet and blow away my clients expectations, resulting in many referrals and repeat customers

EDUCATION

Brigham Young University - Graphic Design Major, Film Minor; 9 credit hours remaining to complete BA degree

SKILLS

- Art direction, design, photography, sound editing/design, concept development, branding, copywriting, press-checks
- Expert in Adobe CS (Photoshop, Indesign, Illustrator, Muse) and Logic, Garageband, Audacity sound editing software
- Working knowledge of HTML, CSS, WordPress, Interwoven CMS, Bascamp project management, Microsoft Office