

Chris Melton

16446 Crepeyrrtle • Baton Rouge, LA 70817 • chris@meltdownillustration.com • 225-773-4606

Graphic designer/illustrator with over twelve years professional experience in numerous facets of the creative industry. Proficient in both web and print design along with illustration in digital and traditional media. Experienced in video editing and graphics, pre-press and production, screen printing, cake décor and presentation, exterior graphics, story boarding, basic character and graphics animation, digital product photography.

Qualifications

- Bachelor of Fine Arts with an Emphasis in Graphic Design
- Strong production and pre-press background in both digital and offset printing
- Basic to intermediate HTML skills
- Extensive software knowledge of key design applications; Photoshop, Illustrator, Flash (basic Action Script), Adobe Premiere, Dreamweaver

Education

Bachelor of Fine Arts with an Emphasis in Graphic Design

Louisiana State University

1998

Baton Rouge, LA

Professional Experience

Customer Service Representative/Certified Framing Specialist

Michaels Arts and Crafts

November 2010 – Current

Baton Rouge, LA

Department associate and custom framer

- Experience with all aspects of custom framing and assembly; signed and numbered prints, posters, canvas and memorabilia
- Customer service skills utilized daily through design consultations and basic retail scenarios
- General retail experience; cashier and money handling, order entry, freight distribution

Graphic Designer/Illustrator

The Perfect Bass, L.L.C.

February 2007 – August 2009

Baton Rouge, LA

Local bass and guitar retailer combined with national/international sales via e-Commerce online store

- Sole in-house designer responsible for creating and implementing assets showcasing online inventory
- Worked jointly with marketing team in creation of numerous campaign advertisements for national magazine publications
- Directly involved in creating promotional material for upcoming sales events such as flyers, posters and other point of purchase displays
- Videographer and editor of videos featuring artist interviews, special events and product reviews for podcasting and streaming online

Franchise Owner

DNA Services of America

December 2004 – February 2007

Baton Rouge, LA

Awarded franchise opportunity in trade for creating corporate identity package

- In charge of scheduling, collecting and case managing local clients in need of DNA testing within a nine parish territory

DNA Services of America (cont.)

- Established consistent referral sources within numerous hospitals, clinics and medical offices both independently owned and state regulated
- Initiated strong relationships within the legal community targeting law offices in practice areas relevant to DNA testing
- Developed assertive phone sales techniques resulting in an increase of 10-15% monthly sales exceeding the recommended 40%

Graphic Designer Downtown Duplicating

April 2003 – December 2004
Baton Rouge, LA

Fast paced print and copy shop offering digital and spot color offset printing

- In charge of all pre-press and production along with press checks enforcing strict quality control
- Developed and maintained a proficient design department allowing expansion and other billable services

Graphic Designer/Illustrator K-fx2

October 2000 – April 2003
Baton Rouge, LA

Creative firm specializing in multi-media and other digital solutions

- Involved in numerous creative projects including video graphics, web and print design
- Lead creative on annual company Christmas card featuring animated short film combined with interactive marketing package

Additional Experience

- Pre-press, Baker Printing, Baker, LA, January 2000 – October 2000
- Production Associate, Prototype - A Design Services Company, Baton Rouge, LA, May 1998 – January 2000
- Paramedical Examiner, EMSI, Baton Rouge, LA, January 1995 – December 1997
- Phlebotomist, Louisiana Reference Laboratories, Baton Rouge, LA, September 1992 – May 1998

References

- Robert Ward, V.P. of Operations, The Perfect Bass, L.L.C., **225-247-8948**
- Jenny Speights, Public Information Director, Louisiana Transportation Research Center, **225-767-9183**
- Jeff Martin, C.O.O., DNA Services of America, **337-296-6152**

Online Portfolio

- www.meltdownillustration.com
- <http://atomicdesignmd.blogspot.com>

Veteran

U.S. Navy, March 1988 – March 1992, Honorable Discharge