



## CHRIS MCDOUGALL

Graphic Design & Production  
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### SKILLSET

- » Mac OSX and Windows 10
- » Adobe Creative Suite CC (Photoshop, Illustrator, Indesign)
- » Microsoft Word, Excel, Powerpoint
- » Wordpress
- » Basecamp
- » HTML5, CSS3
- » Photo retouching
- » Visual Merchandising

### EDUCATION

UCLA

**2000–2002**

BA in Art History.  
Graduated *magna cum laude*.

Los Angeles Valley College

**1997–2000**

Studied graphic design.

### EXPERIENCE

#### ■ *Markwins Beauty Brands (wet n' wild)*

**05/2018–Present, Senior Production Artist**

**04/2014–05/2018, Production Artist**

- » Reports directly to the Creative Director, serving as second in command managing projects for designers and production artists.
- » Project lead for beauty product segment encompassing primary and secondary artwork, including mockups, renders, samples, and final production.
- » Takes design concepts into production for countertop displays, POPs, and wall fixtures.
- » Functional lead for artwork deliverables collaborating with Brand, Merchandising, Product Teams, and project manager to ensure timely delivery of quality artwork.
- » Collaborates with Merchandising to create artwork assets for wall fixtures featured in major retailers such as Walmart, Walgreens, CVS, and Target.
- » Liaison with international manufacturing firms in China ensuring production deliverables remain faithful to the original design and concept.
- » Conducts press checks with vendors.

#### ■ *Earthwise Bag Company*

**04/2009–09/2013, Graphic Designer**

- » Charged with illustrating and developing new seasonal design concepts including product packaging for large grocery retailers such as Kroger and Supervalu.
- » Managed quality assurance of design process and bag production, ensuring all images are high quality artwork, redesigning low resolution images as needed.
- » Served as website administrator updating and maintaining the company's content management system (CMS) Wordpress.
- » Ensured proper set up of templates for manufacturing in China.
- » Created content for promotional/advertising materials, including catalog layout and photography.

#### ■ *Broccoli International USA*

**2001–02/2009, Graphic Designer**

- » Fashioned packaging and menus for DVD animation projects such as *Di Gi Charat*, *Aquarian Age*, and the highly acclaimed *FLCL*.
- » Laid out and supervised the localization of several Japanese graphic novels and magazines under the Broccoli Books imprint.
- » Created and maintained websites using the Drupal/Joomla CMS and HTML/CSS.
- » Designed promotional materials for Square Enix's line of Japanese graphic novels that were used at San Diego Comic-Con.
- » Made catalogs, promotional items, and advertising.

#### ■ *Digital Manga USA*

**1999–2001, Graphic Designer**

- » Hand coded the animation news website "Akadot".
- » Laid out advertisements, promotional items, and packaging.