

Chris Miller

3844 Woodson Ct. | Eugene, OR 97405 | (541) 705-5258 | info@cmiller.com

Dynamic director with proven success leading creative teams from strategic branding efforts to final implementation across multiple mediums. Expertise in originating and implementing innovative strategies and visual solutions that build brand visibility, convey high impact messaging, and create lasting, positive market presence.

Employment History

2010 — Present

Proprietor, Chris Miller Design, Eugene, Oregon

Providing targeted strategy and graphic design consulting services.

Key Clients: Intel, Mid-Columbia Medical Center, Avanté Surgical, Saucefly, The Tasting Cultures Foundation, Wonderworks Children's Museum

2008 — 2010

Marketing Director, Great Lakes Educational Loan Services, Madison, Wisconsin

Responsible for communications with thousands of universities and schools, and millions of student borrowers. Wrote a comprehensive brand strategy that ultimately resulted in a rebranding of the company. Built a new Marketing and Communications business group by merging marketing writing, technical writing, and marketing support. Under my leadership, my team created internal and external communications during a time of great turmoil in the student loan industry, managing broad changes in the company's business model and product offerings within a very short time span. We created new deliverable suites to standardize document maintenance and support.

2002 — 2008

Web Producer, Great Lakes Educational Loan Services, Madison, Wisconsin

Created both the strategy and implementation for the company's first functional branded website. The E-Commerce team grew from myself to over 60 staff, including designers, project managers, and JAVA programmers. My team spearheaded design and usability of the corporate portal and web applications.

Experience continued on the following page.

Expertise

- Brand strategy
- Creative development
- Art direction and print design
- Website design and implementation
- Creative writing
- Talent management
- Social networking
- Proficient in virtually all related design applications and tools, from Adobe to WordPress to Microsoft to Slack

Education

1987 — 1992

Bachelor of Fine Arts, Graphic Design
Oregon State University

Portfolio available at
www.cmiller.com.

LinkedIn profile:
www.linkedin.com/in/clmiller

References available upon request.

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Employment History, cont.

2001 — 2002

Proprietor, Chris Miller Design, Portland, Oregon

Key Clients: Oxford University Press, Intel, AIGA Portland

1998 — 2001

Creative Director, ZCom/Emerald Solutions Interactive Group, Portland, Oregon

Served as primary creative client contact for an interactive agency, consulting with senior management from national, regional, and local brands. Mentored creative teams through a difficult time of high work volume, mergers, evolving priorities, and the ultimate collapse of the internet startup economy. Actively collaborated with branding and usability team management and technical integration teams.

Key Clients: Hasbro, Mattel, Texas Instruments, Intel, American Airlines, lucy.com, Diamond Multimedia Rio, Flowerbud.com

1998 — 2000

Adjunct Professor: Basic Design

University of Portland, Portland, Oregon

Created Basic Design curriculum and instructed for two academic years.

1998 — 2000

Proprietor, Chris Miller Design, Portland, Oregon

Key Clients: Nike, Hewlett-Packard, ZCom, ParisFrance, KVO, Confederated Tribes of Warm Springs

1994 — 1998

Art Director, Karakas VanSickle Ouellette (KVO), Portland, Oregon

I've been solving difficult problems and leading teams for 25 years — with solid strategic thinking, sophisticated design, and inspired writing as my greatest assets. I have extensive experience — from strategic to tactical solutions. I play well with others, and I love a good challenge.

I am acutely tuned to market forces, media perception, and the public zeitgeist. Specific expertise in identity, print and website design with noted client successes with national brands to small business.