

CHRIS BALLARD

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[RESUME]

PROFILE

Animation and Design for TV and Production. Art Direction for Sports, News, Education, Entertainment shows and Documentaries. Art Direction and Creative Design for Social Media. Specializations in Cinema 4D, After-Effects, Photoshop and Illustrator. Other mediums include Photography, Illustration, and Set Designs for Production.

EXPERIENCE

SELF PUBLISHING, PHOTOGRAPHY AND ILLUSTRATION (CURRENT)

Written works include full length novels, short stories, Playwriting, Illustration and Photography. Main focus on Fantasy inspired by true events. Special Interest books involving History, Childrens books and Cookbook.

ANIMATION AND DESIGN, GEORGIA PUBLIC BROADCASTING; ATLANTA, GA — 2010-2022

Created the **FOOTBALL FRIDAYS IN GEORGIA** for **GPB SPORTS** and helped generate significant revenue for Sports Productions through Sales. Lead Design Director with Animation and Design for **CHEMISTRY MATTERS**, a successful online video series for students throughout the country. Generated Graphics/Animation packages for Newscasts, Political shows, Entertainment interests, History, and Documentaries. Also was lead designer for most GPB programming throughout Social Media. In addition, I was Photographer many sports productions and a variety of station events. Illustrations were also an area I could contribute.

ASSISTANT DESIGN DIRECTOR, CBS ATLANTA; ATLANTA, GA — 2002-2010

Created the **CBS 46** News graphics package 2004-2009. Instrumental in the current **CBS HD** graphics package. Solely created the current **CBS SPORTSLINE** graphics package along with numerous other sports shows, local events, and network specials. Managed the daily online news graphics with both art direction and production support. Created designs and animations for Promotions and commercial spots. Helped generate station revenue with quality animation and design by incorporating numerous integrated sponsorships with show graphics and production.

SENIOR DESIGNER, CNN SPORTS ILLUSTRATED; ATLANTA, GA — 1997-2002

Produced designs and animations for **CNN Sports** shows in addition to **CNN Sports Illustrated** network graphics. Created sports show graphic packages as well as special event animations, print designs, scenic and set designs. Rapidly transitioned from Graphic Artist to Senior Designer/Production Artist and became a key member of the animation team helping to save additional compositing costs for the cable network.

GRAPHIC ARTIST, CNN; ATLANTA, GA — 1996-1997

Created newscast graphics for various **CNN** News shows and productions. Quickly transitioned into a dual role of both news and sports design and production.

ILLUSTRATOR, (INNOVATION PUBLISHING) — 1991-1994

Work for hire illustration for various publications including Stephen King's *The Lawnmower Man*, Pierce Anthony's *On a Pale Horse* graphic novel, and the comic publication of *Quantum Leap*. Returned to school to pursue a **Master's Degree** in **Sequential Art**.

GRAPHIC ARTIST, WCYB TV 5; BRISTOL, VA/TN — 1990-1991

Promotional advertising and print designs. Prep production and storyboards for commercial spots. Unique and beneficial to the station by covering numerous roles which included storyboard illustrations for commercial spots, print designs for station events, and assisting with newscast production.

GRAPHIC ARTIST/ILLUSTRATOR, VISUAL IMPACT CORP, KNOXVILLE, TN— 1989

Produced designs for print, advertising, billboards, program designs, restaurant menus, and company brochures. Illustrated storyboards for video production as well as photography and scenic design.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, GA — **MFA**- Sequential Art, 1996

EAST TENNESSEE STATE UNIVERSITY, Johnson City, TN — **BFA**, Graphic Design/Illustration, 1989