

Chris Willy

GRAPHIC DESIGNER | MANAGER OF CREATIVES

chriswillydesign.com

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Graphic designer and creative manager with 10+ years of experience turning ideas into impactful visual content. Skilled in leading design teams, managing full creative lifecycles, and delivering high-quality print, digital, and video work. Passionate about thoughtful design, collaboration, and helping teams produce their best creative solutions.

CORE SKILLS

Design & Technical

- Visual storytelling & concept development
- Layout design & typography
- Branding & identity systems
- Print production & prepress setup
- Presentation design
- Digital design (web, social, email)
- Motion graphics & video editing
- UX/UI design fundamentals
- Wordpress fundamentals

Project & Team Management

- Creative project management
- Cross-functional team leadership
- Timeline & budget management
- Coaching junior designers
- Design process improvement

Strategic & Communication

- Interdepartmental council for effective and ethical marketing use cases of A.I.
- Design strategy aligned with business goals
- Presentation skills for pitching
- Constructive critique and feedback
- Collaboration with marketing, content, and dev teams

WORK EXPERIENCE

Quantum Health

Creative Production Manager / Senior Graphic Designer

(Nov. 2021–Mar. 2025)

Directed the end-to-end production of creative content while also contributing as a hands-on senior designer. Managed a team of up to 6 designers, leading the development of high-impact visual assets across print, digital and video platforms. Oversaw project timelines, budgets and resource allocation to ensure consistent, high-quality execution aligned with brand and business objectives. Played a key role in concept development, visual storytelling, work schedules, stakeholder communications and maintaining brand integrity, while mentoring junior designers and fostering a collaborative, high-performing creative team.

Senior Graphic Designer (Aug. 2015–Nov. 2021)

Developed and executed visual concepts across diverse media platforms, ensuring all designs met high-quality standards and aligned with brand strategy. Led creative projects from concept to completion, providing guidance to junior designers while managing multiple priorities in fast-paced environments. Maintained consistency across deliverables and remained current with evolving design trends and tools to drive innovative, on-brand solutions.

The Athens Messenger

Page Designer (Jun. 2015–Aug. 2015)

Created visually compelling and organized layouts for multiple regional newspapers that enhanced readability and supported editorial priorities. Collaborated closely with editors and photographers to ensure accurate, timely and engaging presentation of content, while maintaining consistency with publication style guidelines.

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PLATFORM EXPERIENCE

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- Bridge
- Frame.io
- Premiere Pro
- Adobe Express

Microsoft Office

- PowerPoint
- Word
- Excel
- Teams
- OneNote

Other

- Canva
- Creatopy
- Wordpress

HONORS-AWARDS

- Edna Way Scholarship
- Provost's Undergraduate Research Fund Grant
- College of Fine Arts Dean's Undergraduate Creative Research Grant
- Charles Logan Smith Excellence InDesign Award - Highest Honor
- Cum Laude Honors

PASSIONS

Outside of design, I'm passionate about woodworking and gardening (hands-on hobbies that fuel my creativity and attention to detail). I'm an avid book reader and movie enthusiast, with a particular love for Halloween and all things spooky. At home, I enjoy life with my family and two spirited beagle dogs, who always keep things entertaining.

WORK EXPERIENCE (continued)



Ohio University

Graphic Designer (May 2014-May 2015)

Developed print-ready files with precision, ensuring accurate setup for various formats such as brochures, business cards, banners and signage. I worked closely with clients and production teams to meet technical specifications, color accuracy and layout standards. A strong understanding of prepress, bleed and resolution requirements were essential to delivering high-quality printed materials.



ThinkDesign

President / Graphic Designer (Oct. 2012-Jan. 2015)

As part of a student-led design agency within the School of Business, I collaborated with peers to deliver professional-quality branding and marketing materials for real-world clients. I contributed to projects ranging from logos and print collateral to digital campaigns, gaining hands-on experience in client communication, project management and cross-functional teamwork. This role sharpened my design skills while building a strong foundation in business-oriented creative solutions.

EDUCATION



Ohio University

BFA Graphic Design (2011-2015)

Over four years of intensive study in Graphic Design, I developed a strong foundation in visual communication, typography, branding and design theory through hands-on projects and critique-based learning. I consistently pursued excellence in both creative and academic work, culminating in graduating Cum Laude with a BFA from Ohio University. This experience sharpened my ability to think conceptually, work collaboratively and deliver thoughtful, well-crafted design solutions.