



Chris Aldrich Web Designer + Strategist

home sweet home
Perrysburg, OH

phone - ring!
419.680.2371

email - drop me a line, or three
chris@christopheraldrich.com

website - on the series of tubes
www.christopheraldrich.com

Experience

La-Z-Boy Incorporated | **Graphic and Web Designer** (Oct 08 - Present)

Design and interactive strategy support for the Brand/Retail Marketing and Interactive Marketing teams. Report direct to VP, Brand and Retail Marketing. Provide insights, research and information for interactive and new media projects to benefit online marketing initiatives and the brand platform. Conceptualize and design a variety of projects in support of the interactive and print media marketing initiatives. Liason for creative conversation, planning and management amongst tech-based vendors and stakeholders within the company.

Vivid Bamboo | **Co-Founder, Designer & Web Strategist** (Jan 06 - Present)

Manage a variety of projects centered around web strategy for clients who are either (a) entering the online world or (b) looking to revitalize their current presence. Conceptualization, design and implementation of modern, effective user experiences; supported by search engine optimization (organic/paid), as well as social media marketing elements.

Verso Group | **Graphic and Web Designer** (Aug 07 - Oct 08)

Self-managed, conceptualized and completed a wide variety of client projects, anything from interactive to graphic design. Worked directly with clients in the music, restaurant, entertainment and real estate industries; among others.

Midwest Tape | **Marketing Coordinator** (Feb 07 - Aug 07)

Coordinated with others in the department to create monthly product catalogs. Conducted market research to find the best new/emerging topics in music and movie industries for catalog pages, which I conceptualized and created.

Residential Computing Connection (Aug 04 - Dec 06)

Area Coordinator of ResTech (Dec 05 - Dec 06)

Managed a team of seven designers and programmers, in addition to all the responsibilities of the previous position.

Assistant Technology Support Specialist (Aug 04 - Dec 05)

Managed design aspects of the intranet, while working closely with programmers. Conceptualized and completed a variety of interactive and graphic design projects. Most Valuable Employee, 04-05.

Skills & Competencies

Web design & strategy, user experience, email marketing, search engine optimization, social media marketing, graphic design, Flash animation, photography, web technology & design trends, Macintosh & Windows.

Software, Languages and Tools

Software | **Adobe** Creative Suite; **Axure** RP Pro; **Komodo** Edit; **Quark** XPress; **Apple** iMovie, Final Cut; **Microsoft** Office; **E-Com**: RPMWare, Zen Cart, X-Cart; **Misc**: Roxio Toast; Hootsuite

Content Management Systems | WordPress, Joomla, Drupal

Languages | HTML, CSS, ActionScript, Javascript

Education

Bowling Green State University B.S. in Technology - Visual Communications Technology (Dec 06)