

Christopher **HOLTWICK**

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Experienced and passionate Senior Digital Designer / Front End Web Developer

- ▶ Expertise in web, mobile, and print design, using elements of photography, typography, illustration, and video
- ▶ A proven track record of creating successful marketing and promotional materials for web, mobile, and print

Technical Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, Audition After Effects, Flash, Dreamweaver, Animator), HTML, CSS, Wordpress, Bootstrap, Drupal, PHP, Maya, Final Cut Pro

Office Skills

MS Word, Excel, Power Point, Google Docs, Google Analytics, IBM Watson Campaign Automation, Facebook Ad Manager, Opt-in Monster, OS X, Windows Proficient.

Experience

IDEA Health & Fitness / www.ideafit.com | San Diego, CA | October 2016 - Present

Senior Digital Designer

- ▶ Discussed marketing strategies and ideas as a member of the Internet Marketing department, including email campaigns and landing pages, for all departments
- ▶ Built and designed mobile-friendly landing pages across IDEA's website targeted at driving revenue.
- ▶ Created marketing emails that were A-B tested for an optimum conversion rate.
- ▶ Designed and build monthly email newsletters for IDEA's flagship magazine publications.
- ▶ Optimized responsive emails for use across all email clients, including Gmail and Outlook
- ▶ Illustrated, animated, performed voice-over and music for IDEA's membership animation

E-Rehab, LLC. / www.e-rehab.com | Carlsbad, CA | July 2012 - October 2016

UX Designer / Web Developer

- ▶ Designed and built 200+ websites using Adobe Photoshop, Wordpress, HTML, CSS3
- ▶ Work directly with clients on new website designs and existing sites
- ▶ Convert older PHP/HTML sites over to an object-oriented Wordpress/PHP workspace
- ▶ Format desktop sites to be mobile-friendly & optimized using J-Query Mobile and Bootstrap
- ▶ Designed graphics for email newsletter headers, social media cover and profile pictures
- ▶ Update HTML changes and client requests to existing sites

Amusement Artists / amusementartists.com | San Diego, CA | June 2013 - Present

Co-Owner / Artist

- ▶ Connect with clients via email, phone, and social media
- ▶ Design website, promotional materials, and corporate identity
- ▶ Train employees in caricature drawing
- ▶ Caricatures, facepaints, henna tattoos, airbrush, and photobooth at events & retail locations

Intuit / www.intuit.com | San Diego, CA | August 2011 - January 2012

Government Forms Specialist

- ▶ Proof and markup government tax form changes from last year to this year
- ▶ Build and update government tax forms using proprietary design software
- ▶ Strictly adhere to specific guidelines provided individually by state and federal tax agencies

Kaman's Art Shoppes / www.kamansart.com | San Diego, CA | May 2005 - June 2012

Lead Caricature Artist

- ▶ Draw caricatures at Legoland, San Diego Zoo, and at private events
- ▶ Paint and maintain caricature stands, including keeping track and counting inventory
- ▶ Training newly hired caricature artists
- ▶ Opening and Closing cash drawers, data entry of daily sales in MS Excel

Modern Postcard / www.modernpostcard.com | Carlsbad, CA | May 2006 - March 2009

Graphic Artist

- ▶ Preflight PDF's, Quark, Photoshop, Illustrator, & InDesign files for press by checking resolution, trim size, postal regulations, cropping, interpolation, etc.
- ▶ Contact clients to discuss job details and instructions and provide design solutions
- ▶ Field client calls, answer questions, provide technical advice on the use of design software
- ▶ Typeset layouts from digital and physical mock-ups and created custom designed postcards
- ▶ Designed borders and postcards for the Online Holiday Card store

Education

Bowling Green State University, Bowling Green, Ohio,
BFA May 2002 | Major: Digital Art and Animation, **Minor:** Painting

Cleveland State University, Cleveland, Ohio
2003 | Journalism/Public Relations

Watts Atelier of the Arts, Encinitas, CA
2005 | Caricature Illustration

Mira Costa College, Oceanside, CA
2011-2012 | Web Development

Mesa College, San Diego, CA
2014 | PHP and MySQL

Interests & Hobbies

Traveling the World, Writing, Drawing, Making Pottery, Playing Guitar, Hiking, Skiing, and Surfing