

# Christopher Plumb

**Creative Leader, Designer, Developer**

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## EDUCATION

### University of Michigan

Ann Arbor, MI  
BFA, Art & Design  
Graduated with Honors  
2002 – 2006

### School of the Art

#### Institute of Chicago

Chicago, IL  
Early College Program  
1999 – 2001

## SKILLS

Brand, Identity, Creative  
Direction, Web Design  
and Development,  
Video Production, Art  
Direction, Graphic  
Design, Marketing  
Campaigns, Team  
Management, Creative  
Writing, Creative Briefs,  
Public Speaking,  
Presentation Design,  
Communication,  
Behavior-Based  
Interviewing, HTML,  
CSS, Javascript

## SUMMARY

Creative leader with extensive experience in the importance of art and design in successful brands and marketing teams. Background includes brand development, scalable and performant marketing websites, multimedia direction and production, print design, user interface design and testing, marketing campaigns, digital photography, and business travel.

## EXPERIENCE

### Creative Director, Edge Delta; Remote — Apr 2022 – Oct 2023

- Built, directed, and managed an in-house creative team of high-performing artists, designers, videographers, and web artisans who supported all go-to-market initiatives of the business, as well as internal creative needs
- Collaborated with a cross-functional team of leaders and individual contributors to create mission, vision, and value statements for the business
- Developed and rolled out a refresh of the brand, including voice, tone, and visual identity
- Launched a new marketing website, paying special attention to performance, accessibility, scalability, and search engine optimization
- Collaborated with Demand Generation to develop compelling and experimental advertising creative for campaign initiatives
- Collaborated with Product Marketing to produce content marketing assets including research reports, guides, case studies, and white papers
- Collaborated with Product Design to define brand and style continuity between marketing assets and the product

### Leader, UI/UX Engineering, Cisco; Remote — Oct 2021 – Apr 2022

- Oversaw workflow, process, and progress on Cisco Secure web properties in collaboration with content personnel, designers, developers, and server-side engineers
- Directly managed Cisco Secure Web Team content strategists and writers

**Senior Web Developer, Cisco; Remote — Oct 2020 – Oct 2021**

- Developed accessible, flexible, and reusable content components for the Duo marketing website
- Collaborated with web designers to identify, improve, and define global design patterns
- Improved front-end website performance and collaborated with server admins to identify opportunities for backend performance improvements
- Defined new processes and procedures for team-based code reviews and individual peer reviews

**Web Developer II, Duo & Cisco; Ann Arbor, MI — Jul 2018 – Oct 2020**

- Independently led development efforts for projects and mentored junior developers
- Defined website objectives by analyzing requirements, scoping and prototyping features and functionality, and effectively collaborating with stakeholders from different departments
- Produced efficient and reusable SCSS via the BEM methodology, semantic HTML, Statamic CMS development, and Javascript

**Web Developer, Duo Security; Ann Arbor, MI — May 2016 – Jul 2018**

- Developed responsive layouts, templates, and components for the marketing website using semantic HTML that leveraged taxonomy for dynamic content display
- Wrote efficient, scalable, and reusable SCSS and HTML using the BEM methodology
- Developed easy-to-use interfaces within the Statamic CMS, wrote process documentation, and trained marketing team members on how to contribute content to the Duo website
- Conducted cross-browser testing and implemented adjustments as needed for graceful degradation
- Designed, developed, and tested responsive templates for marketing emails and transactional emails from the Duo product

**Front End Designer, Amplifinity; Ann Arbor, MI — Dec 2015 – May 2016**

- Worked alongside the Engineering team in an Agile software development environment to design and develop Amplifinity's core product
- Collaborated with Sales and Marketing to ensure brand voice, tone, and visual identity were continuous from pre-sale messaging to purchased product
- Developed, tested, and implemented responsive layouts for customer use on Amplifinity's proprietary CMS, as well as customer-facing email templates for product notifications
- Prototyped new product features and interfaces in HTML as well as Photoshop and Illustrator

**Senior Designer, Amplifinity; Ann Arbor, MI — Mar 2008 – May 2016**

Started as Designer & Account Manager (2008) and was promoted to Senior Designer (2009).

- Led and executed a rebrand of the company's identity
- Created web and print design for all clients, including ADT, DIRECTV, ESPN, ADP, and Sony Interactive Entertainment
- Conducted user interface testing and supported the engineering team with UI/UX design
- Managed multiple client accounts, trained client CSRs on Amplifinity's proprietary software platform, and provided general customer support

**Art Director, Spirit Shop; Ann Arbor, MI — May 2006 – Sep 2008**

Started as Graphic Artist (2006) and was promoted to Art Director (2007).

- Managed and collaborated with a team of graphic artists to create print and web-based marketing materials, as well as graphic t-shirt designs
- Prepared and processed images for digital and screen printing on custom garments
- Redesigned the Spirit Shop website and online design tool after conducting user interface testing
- Worked with a translator to train artists in advanced Photoshop techniques in Santa Ana, El Salvador