

Chris Magdalenski

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Portfolio: www.chrismagdalenski.com

Experience:

2015-Present: IBM - Atlanta GA

User Experience Designer/Multimedia Creator

- Part of a user experience team that is responsible for the day to day operations of “Bluemine”, an internal facing website that IBMers use daily to find the data and insights they need to provide their clients better services.
- Continually ideate, design and implement user-centric features to the Bluemine app with an Agile approach.
- Responsible for creating user flows, journey maps and low to high fidelity wireframes.
- Utilize my skills as a visual designer to create clean, visually appealing designs that help the user quickly and easily find the information they are searching for.
- As a member of a small team, I am always evolving my skills to fit the business needs of any given day. In addition to my duties as a UX/Visual designer I also take part in the writing of user stories, persona generation and user research/synthesis sessions.
- The team was recognized for its design work by the Nielsen Norman Group, who named Bluemine it as one of the top ten intranet sites of 2019.

2013-2015: XpresSpa - New York, New York

Senior Graphic Designer/Videographer

- Responsible for the design of all retail and POP signage for XpresSpa’s 55 locations, including trade show events and corporate meetings.
- Manage the design and production of all packaging for the XpresSpa line of products sold in store and online.
- Create a wide variety of print collateral for XpresSpa’s marketing team including sales brochures, training manuals, and annual reports.
- Reduce outside spending by acting as in-house product photographer and videographer.

2012-2013: Todson Inc. - North Attleboro, MA

Senior Graphic Designer/Videographer

- Responsible for the design of a diverse assortment projects including marketing and collateral materials, trade show and point of purchase graphics, and packaging art.
- Worked in conjunction with the creative director and marketing team to develop visual strategies that best showcase Todson’s portfolio of international brands to the ever evolving U.S. cycling market. Brands include Topeak, Zefal, OnGuard Locks, and Velox.
- Undertook the initiative to bring half of the company’s product photography needs in-house in order to cut costs.
- Assisted the research and development team by creating concept art for new products, as well as carrying out research into the new technologies that could be adapted for use in cycling.
- Filmed and edited promotional videos spotlighting some of our brand’s premier products.
- Assisted with the setup, graphic maintenance, and staffing of Todson’s Interbike trade show booths.

2011-2012: Embryo Creative Group - Boston, MA

Contract Consultant Graphic Designer/Videographer

- Supported the creative team with design and art direction duties on a wide variety of direct mail print and web projects. Clients included Boston University Alumni, 90.9 WBUR Radio, and Villanova University.
- Created on-brand yet attention-getting graphics for mailers, web banners, and micro-sites which played a key role in helping 90.9 WBUR reach its Spring 2012 fund raising goals.
- Worked with the client’s internal marketing teams to develop both large and small format signage graphics for high-profile events and initiatives.
- Utilized my experience as a videographer to assist Embryo’s production team in creating broadcast quality videos for their clients.

2011-2012: Hasbro Toys Inc. - Pawtucket, RI*Contract Consultant Graphic Designer*

- Assisted Art Director in the development of new packaging and branding executions for the Play-Doh product line.
- Collaborated with licensors such as Disney and Sesame Street to create effective co-branded product packaging which would appeal to global consumers.
- Member of a team tasked with rethinking how Play-Doh packaging and support graphics can be evolved to meet the demands of a constantly changing toy marketplace. Consistently provided the marketing team with a wide range of out-of-the box graphic solutions to better represent their brands.
- Took the lead on a number of departmental projects in which I was able to utilize both my experience as a graphic designer and as a videographer to create team building experiences.

2009 - 2011 - Kidsbooks - Boston, MA*Senior Graphic Designer*

- Designed book covers and related graphics for the company's line of children's' books, pads, and game cards.
- Collaborated with the art director to ensure that all book cover and interior files were completed and sent to the appropriate printing houses on schedule.
- Provided research and brainstormed with management team in an effort to develop ideas for new products that would stand out among an already saturated publishing market.
- Worked on initiative to expand the marketing of the Kidsbooks product line into the new media realm. This included the creation of YouTube sizzle videos, iphone/ipad games and e-books. Crafted graphics which were suitable to be used for print as well as the company's website.

2002 - 2009 - Hasbro Toys Inc. - Pawtucket, RI*Branding/Packaging Graphic Designer*

- Designed packaging graphics for a variety of the company's product lines including Play-Doh, Toy Story, Playskool, Martian Matter, Narnia, and Star Wars.
- Worked in conjunction with the Brand Teams, Engineering, and Design and Development to complete package art and all supporting materials under demanding deadlines.
- Managed the production of artwork for multiple product lines using both internal staff as well as external vendors including photographers, illustrators and Hasbro Hong Kong offices.
- Implemented uniform standards practices to ensure that all finished packaging artwork was consistent with the brand's current established style guide.
- Took on the planning and art direction of photo shoots involving product and child models for multiple product lines. Worked to ensure that all finished photography was consistent with brand style guides.

2000 - 2002 - Martin Design Group - Warwick, RI*Graphic Designer*

- Carried out diverse design projects from beginning concept sketches through completion of final mechanical artwork for delivery to printers.
- Designed graphics for companies with a global presence. Projects included 3D digital design work, corporate identity design, and direct mail collateral materials such as catalogs, sales fliers, and posters.
- Utilized Adobe Photoshop and Illustrator to design paper to digital prototypes for client websites.

Education:**Roger Williams University Class of 1997 - Bristol, RI** B.A., Graphic Design/Studio Art**Software/ Other Skills:**

Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Quark Xpress, Strata 3D Pro, Dreamweaver, Adobe Indesign, Final Cut Studio 2, DaVinci Resolve, Adobe After Effects, Adobe Flash, Soundtrack Pro, Motion, Adobe Lightroom, Live Type, Cinema 4D, HTML, scriptwriting, video editing, videography with DSLR and cinema camera system, photography, wireframing, user research.