

CHRIS CAHILL

Durham, North Carolina
804.379.2841 • Chris@mathsux.com
www.mathsux.com

SUMMARY

Uniquely diverse and multi-talented Senior Graphic Designer, Web Developer, and Project Manager with over 20 years of experience with print and digital design, strategic branding, photography, and results driven integrated marketing coupled with a highly developed technical skill set including fluency in several programming languages, IT infrastructure, digital asset management, and print and digital production workflow automation.

EXPERIENCE

Vitek Industrial Video Products, inc. • Valencia, CA

Jan 1999 ~ Present

SENIOR GRAPHIC DESIGNER & INTEGRATION PROGRAMMER

- Simultaneously balanced an extremely heavy workload of multiple creative projects in the marketing department along with managing highly technical long-term integration projects in the R&D department
- Created customer-centric B2B & B2C integrated marketing content and collateral including catalogs, magazine ads, product packaging, manuals, spec sheets, flyers/mailers, brochures, photography, videos, and trade show graphics
- Designed and developed a hand coded database driven website providing consumers, professionals, and business partners easy access to a vast library of extensively detailed technical product documentation, images, and software
- Managed technical integration projects connecting MJPEG/RTSP/ONVIF IP video streams with control systems & surveillance platforms, and coded drivers/modules in various traditional & proprietary programming languages
- Trained, mentored, and managed marketing assistants, junior designers, and project-based outside contractors

Low Voltage Direct, inc. • North Hollywood, CA

May 2015 ~ Dec 2015

MARKETING PROJECT MANAGER

- Developed and implemented a multifaceted print & digital marketing strategy to ensure the successful launch of a wholesale distribution company in the highly competitive Southern California professional security products market
- Managed the development & launch of a large-scale WordPress eCommerce website by an outside contracting company, and worked with IT contractors to create and deploy a secure IT infrastructure & communication system
- Selected & configured web hosting, Microsoft 365, DNS, SSL certificates, payment processing, and migrated product & customer data from manufacturer web & accounting software databases into WordPress and Constant Contact
- Created the brand Identity including company logo, letterhead, business cards & forms, and developed visual design standards for all marketing including direct mail/email, product promotions, and vendor sponsored events

Video Security Specialists, inc. • Burbank, CA

Jan 1998 ~ Oct 2011

GRAPHIC DESIGNER & WEB DEVELOPER

- Designed and produced an annual 160+ page product catalog with well over 150 contributing security manufacturers incorporating thousands of product images, advertisements, and extensively detailed product information
- Promoted monthly vendor sponsored on-site events with multi-page direct mailers and email marketing campaigns
- Regularly rebuilt advertisements & logos from printed or low-res samples and created new customer collateral
- Developed a web-based, database driven Content Management System (CMS) organizing product information and digital assets, substantially increasing workflow efficiency with automation of QuarkXpress & InDesign page layouts
- Installation, configuration, and administration of Windows & macOS servers for web (IIS, Apache), Mail (SmarterMail, Exchange), FTP (CrushFTP, Microsoft), databases (Access, MySQL, MS SQL, FoxPro), and accounting systems
- Fluency in numerous programming languages including HTML5, ASP, VBScript, .NET, JavaScript, XML, CSS/SCSS, LESS/SASS preprocessors, AJAX, Bootstrap, PHP, SQL, Lua, C#, AppleScript, WSH (wscript/cscript), and Perl/CGI

EDUCATION

ACCOUNTING & MATHEMATICS

University of Minnesota • Minneapolis, MN

Aug 1996 ~ May 1997

ACCOUNTING & BUSINESS MANAGEMENT

Normandale Collage • Bloomington, MN

Aug 1994 ~ May 1996

FINE & STUDIO ARTS

Valencia College • Orlando, FL

Aug 1991 ~ Dec 1993

SKILLS

- Graphic Design
- Web Design & Development
- Strategic Integrated Marketing
- Adobe Creative Cloud (Suite)
- Microsoft Office & Server Technologies
- Apple macOS & Microsoft Windows
- Proactively Assertive Communication
- Creative Problem Solving
- Collaborative Teamwork & Leadership