

Chris Young CGD

Design Manager / Art Director / Senior Graphic Designer

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Qualifications

- » Certified Graphic Designer, CGD – Society of Graphic Designers of Canada
- » Years of agency experience; art direction and graphic/communication design across multiple platforms
- » Personable and approachable; easily builds relationships with clients and colleagues
- » Detail-oriented with the ability to maintain focus and consistency on long, complicated projects
- » Great sense of humour, handles stress well

Work Experience

2016 - present

Design Manager / Art Director / Senior Graphic Designer Kimbo Design, Vancouver, BC » kimbodesign.ca

- » Design lead overseeing a team of designers, programmers, marketing support staff and social media department. Also oversee freelance designers, photographers, videographers and video production teams as needed.
- » Art direction, strategy, design and brand development, UX/UI, front-end responsive website design, digital and traditional advertising campaigns including SEM, economic development campaigns, brand strategy, brand/website audits, strategic marketing, packaging, print production and large-scale social media campaigns. Creating and presenting concepts to clients, as well as working closely with stakeholders throughout the process.
- » Clients range from high-tech companies, government agencies (federal, provincial and municipal), restaurants, healthcare to retail brands. See below for a list of clients serviced.

Clients Include

- + Government of British Columbia
 - + Government Communications and Public Engagement (GCPE)
 - + Ministry of Agriculture
 - + Ministry of Education
 - + Ministry of Environment & Climate Change Strategy
 - + Ministry of Citizens' Services
 - + Ministry of Transportation
 - + BC Corrections
- + BC Liberal Party
- + BC Liberal Caucus
- + PricewaterhouseCoopers
- + City of Surrey
- + City of Campbell River
- + City of Prince George
- + Sunshine Coast Regional District
- + District of Kitimat
- + Small Business BC
- + Terramera Inc.
- + Coast Mental Health
- + Ombudsperson British Columbia
- + UBC University Neighbourhood Association
- + ITA Industry Training Association
- + Cystic Fibrosis Canada
- + Downtown Vancouver BIA
- + Ambleside-Dundarave BIA
- + BC Forestry Innovation Investment
- + Association of BC Forest Professionals
- + McKenzie's Country Farm Honey
- + BodyPulse Fitness Studio

Achievements:



University Neighbourhoods Association (UBC) website redesign: A feature-rich municipal website that puts users first, highlighting their recreational programs with robust search and filtering capabilities, taking full advantage of PerfectMind's API integration for a seamless experience. Other features include a custom-programmed alert system with global and localized alerts with set and forget functionality, as well as advanced search results which display those results into digestible segments.



VICEDA Techisland identity, website design and videos: Techisland is a joint initiative launched by eight coastal communities on the Vancouver Island (VI) tech corridor to encourage investment in the region's technology sector. I designed the new brand identity and designed all website components right down to providing art direction for and locations for the highlight videos.

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Work Experience

2014 - 2016

Art Director / Brand Strategist / Graphic Designer (freelance) Chris Young Design, Vancouver, BC » chrisyoungdesign.com

- » Conceptualize, strategize, art direct and design brand development, UX/UI, print and digital collateral, digital and traditional advertising campaigns, websites, annual reports, packaging, environments, tradeshow booths, signage, editorial layouts, lead social media campaigns and more.

Achievements:



New identity, brand development and website for Gardens British Columbia: A new brand includes a logo, brand standards guide, print collateral, print/digital ads and a fully-responsive website. Gardens British Columbia is a coalition of public gardens that promotes British Columbia as a tourism destination for garden visits and experiences..

Clients Include

- + Red Bull
- + Latitude Agency
- + Industrial Brand Creative
- + Gardens British Columbia
- + Pacific Blue Cross
- + Coercion Design
- + The Salient Group
- + Free Agency Creative
- + Chum Television (CityTV Vancouver)
- + Blenz Coffee

2010 - 2014

Art Director / Senior Graphic Designer Tugboat Group, Vancouver, BC » tugboatgroup.com

- » Conceptualize, art direct and design brand development, UX/UI, print and digital collateral, websites, packaging, environments, tradeshow booths, signage and more. Full understanding of Drupal and WordPress CMS frameworks, PPC and SEM landing pages..

Achievements:



Redesign of Windset Farms product line spanning seven product categories (28 products in all) with a fresh new look including resealable bags, net bags, clamshell labels and packing cases.



Tugboat Group's website redesign; Designed from the ground up as a fully-responsive website across all platforms from phone to desktop, showcasing portfolio and success stories to prospective clients to drive new business. Built on the Drupal platform.

Clients Include

- + Windset Farms
- + Jind Fruit Co.
- + Taylor Farms
- + What's at the Market
- + Vista D'oro Winery
- + Mink Chocolates
- + British Columbia Ministry Of Forests
- + BC Forestry Innovation Investment
- + BC Construction Industry Training Organization.

➤ [Click here to see additional design work experience going back to 1992 on my interactive resume.](#)

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Skills

I'm comfortable taking any size project on from the beginning or jumping in and saving a job from impending doom. I've been designing websites since 1996, and while not a developer, I've always taken a keen interest in the underlying technology, so I keep up-to-date with all the latest advancements. I like to jump in and tweak the CSS and fine-tune the final project to really make sure it all comes together as intended.

For the last decade, I've been working at studios and agencies with in-house web development and have been designing WordPress sites since 2006. And if we really need to start swinging the big hammers, I'm just as comfortable on the Drupal platform.

My software knowledge goes much deeper than just design applications and the Adobe Creative Cloud.

I work on personal projects as time allows me to keep developing my skills, including some video editing (Final Cut Pro and Premiere) and some AfterEffects.

Design Applications: Adobe Creative Cloud 2021 - InDesign, Photoshop, Illustrator (20+ years of experience with those), Adobe XD for UX/UI and prototyping (also Sketch & InVision), Lightroom, Acrobat Pro

Web Specific Applications: Proficient at HTML, PHP, CSS, WordPress and Drupal CMS platforms, UX/UI, PPC and SEM landing pages, Google Analytics, Adobe XD, Coda, Espresso, Design Systems - Planning and Implementation

Project Management, Planning and Office Applications: Basecamp, Asana, ClickUp, AirTable, Omni Planner, FileMaker Pro, Microsoft Office (including PowerPoint), FileMaker Pro.

Interests and Hobbies

Cycling, snowboarding, skiing, snowshoeing, swimming, camping, hiking, canoeing, photography, eco-friendly living, cooking, eating healthy, travelling, reading, and I'm a huge fan of music.

Design Industry and Volunteer Work

Creative Pulse: Volunteer member of Creative Pulse, which produces at-capacity monthly casual speaker events for Vancouver's advertising/design creatives and other industry professionals. Creative Pulse's aim is to connect likeminded creatives in a collaborative and inspiring setting. During COVID-19 we have pivoted to monthly ZOOM presentation events and bi-weekly online socials to engage and help our active community.

Graphic Designers of Canada, BC Chapter: Volunteer at GDC and partner events, such as Creative Mornings, Practivism and Interesting Vancouver.

Education

1990 - 1994

Graphic Design and Advertising Program

Conestoga College of Applied Arts and Technology, Kitchener, Ontario

The Graphic Design and Advertising program covered all elements of graphic design and advertising; design, layout, packaging, pre-press, typography, illustration, photography, plus design fundamentals, colour theory and art history.

Recommendations

From former bosses and supervisors

“ Chris is a remarkably versatile senior designer, comprising an expert blend of creative and technical depth that is rarely encountered among present-day graphic artists. Conceptual development to creative and production, Chris brings a thorough and inspired professionalism to every project he works on. From graphic identities and brand collateral, to publications, environments and web interfaces, Chris blends just the right combination of strategy with method—and delivers winning creative every time. Really enjoy working with Chris! ”

– Steve Gallagher
Principal and CEO, Tugboat Group

“ I've had the pleasure of working together with Chris on a number projects and it was a fantastic experience. Not only is Chris a passionate, talented, enthusiastic individual – he is one of those rare, motivated Art Director/Senior Designers who truly 'gets' the creative process.

Collaborating with Chris is easy. His ability to push project boundaries or take control when required ultimately resulted in delivering captivating creative solutions that far exceeded the original brief.

Combine that with his never-ceasing attention to detail and his dynamic no-nonsense approach and you have the making of a truly memorable experience, one I'd strongly recommend. ”

– Justin Hnatiuk
Creative Director, Tugboat Group and Latitude Agency

“ Chris is a rare individual that possesses both creative and management expertise. With extremely limited direction Chris delivers on mark every time regardless of how many moving parts he must deal with. ”

– Greg Rossetti,
Former-CEO, World Bicycle Sports Inc.
(MacNeil Bikes, Ten Pack Distribution)