

Chad Chao

Official Résumé

He's a graphic artist, a project manager,
and a creative consultant!

GREAT FOR CONSUMER PACKAGING, POINT OF PURCHASE, & PRINT AD PROJECTS

You'll Ask for Chad Chao Every Time!

- ▶ Record of boosting product awareness, acceptance, and sales through graphic design and art direction.
- ▶ Delivered nationally-acclaimed point-of-purchase displays while working in dynamic, matrix environment.
- ▶ Adept at all phases of consumer product packaging design, testing, and development.
- ▶ Able to form, coach, manage, and motivate teams to deliver projects on-time and within budget.
- ▶ Inventive, intuitive, diligent, and articulate.

Proven Results!

Beam, Monroe, and Rodriguez, Sterling, VA

Leading brand management agency with 38 offices worldwide, \$1.2 billion in billings, and 16 Fortune 100 clients.

Senior Graphic Designer (2004 - Present) **Graphic Designer** (2000 - 2004)

- Increased national sales of Brown electric shaver by **129% over 1 month period** through interactive point-of-purchase display in 2,000+ Wal-Mart stores.
- Earned **Blue Ribbon Innovation and Excellence Award** from American Advertising Organization for national laser printer point of purchase display. Chosen for top honors from field of 312 applicants.
- Produced print ads valued at **\$13 million** in annual billings, leading team to **rank #2 in billings** out of 22 teams.
- Developed corporate graphic standards and implemented corporate-wide training program for graphic designers.
- Designed packaging for multiple industry-leading products, including: designer perfume, gourmet snack cracker, laser printer, hearing aid, sports watch, and MP3 player.
- Managed accounts, each valued up to **\$4 million**, strengthening relationships and ensuring client retention.

Educated!

Syracuse University, Syracuse, NY

Bachelor of Fine Arts: Art Education, 5/2000

Certified!

ACE (Adobe Certified Expert) Master, 2004

Certified Integrated Product Designer, Graphic Design International, 2002



Certified

Technical Expertise Includes:

Adobe: Photoshop, Illustrator, InDesign, Acrobat, and PageMaker • **Macromedia**: Dreamweaver and FreeHand

But Wait, There's More...

- Member, Board of Directors, Hearts & Hope Food Bank (serving 4,500 clients monthly), 2006 - Present
- Pro Bono Designer, Tison Children's Hospital Information Center Signage & Collateral Materials, 2008

Contact Chad Chao Today!

(703) 555-7550 ♦ Chao@gmail.com ♦ 555 Berry Dr. ♦ Spring, VA 20174 ♦ www.ChadChai.com

There is only one Chad Chao. Beware of imitators.

Project Summary:

Chad Chao is a very dynamic and creative person. He said he wanted his document to make a big splash. I told him that his name sounded similar to “ShamWow” and we could do a similar presentation with his document. He loved the idea. In his industry a one-page résumé is a must. Decision makers in his industry are looking to get the “headlines” quickly. So I condensed three pages of information into a one-page résumé with a lot of punch. He said he received an email or call from nearly everyone to whom he sent the document. Many did not have a position available, but emailed to comment on his unique résumé. They loved it too.