

# Christopher **HOLTWICK**

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## Experienced and passionate Digital Designer / Multimedia Designer

- ▶ Expertise in web, mobile, and print design, using elements of photography, typography, illustration, and video
- ▶ A proven track record of creating successful marketing and promotional materials for web, mobile, and print

## Technical Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, Audition, After Effects, Flash, Dreamweaver, Animator), HTML, CSS, Wordpress, Bootstrap, Drupal, PHP, Maya, Final Cut Pro, Sketch

## Office Skills

MS Word, Excel, Power Point, Google Docs, Google Analytics, IBM Campaign Automation, Facebook Ad Manager, Opt-in Monster, OS X, Windows Proficient.

## Experience

**IDEA Health & Fitness / www.ideafit.com** | San Diego, CA | October 2016 - Present

*Senior Digital Designer*

- ▶ Create design materials as a member of the Outside Creative Team, servicing brands like Gaia GPS and Outside Events Cycling Series (when affiliated with Outside Interactive Inc.)
- ▶ Guest host, music composer, and audio editor for the Listen and Learn Podcast
- ▶ Director and editor of the Paths to Success with Kia Williams Podcast
- ▶ Editor and motion graphics artist for the IDEAfit PRO SHOW
- ▶ Moderate and create marketing materials for sponsored and educational webinars
- ▶ Build webpages in a Wordpress environment using Beaver Builder, emails using Hubspot

**E-Rehab, LLC. / www.e-rehab.com** | Carlsbad, CA | July 2012 - October 2016

*UX Designer / Web Developer*

- ▶ Designed and built 200+ websites using Adobe Photoshop, Wordpress, HTML, CSS3
- ▶ Work directly with clients on new website designs and existing sites
- ▶ Convert older PHP/HTML sites over to an object-oriented Wordpress/PHP workspace
- ▶ Format desktop sites to be mobile-friendly & optimized using J-Query Mobile and Bootstrap
- ▶ Designed graphics for email newsletter headers, social media cover and profile pictures
- ▶ Update HTML changes and client requests to existing sites

**Amusement Artists / amusementartists.com** | San Diego, CA | June 2013 - Present

*Co-Owner / Artist*

- ▶ Connect with clients via email, phone, and social media
- ▶ Design website, promotional materials, and corporate identity
- ▶ Train employees in caricature drawing
- ▶ Caricatures, facepaints, henna tattoos, airbrush, and photobooth at events & retail locations

**Intuit / [www.intuit.com](http://www.intuit.com)** | San Diego, CA | August 2011 - January 2012

*Government Forms Specialist*

- ▶ Proof and markup government tax form changes from last year to this year
- ▶ Build and update government tax forms using proprietary design software
- ▶ Strictly adhere to specific guidelines provided individually by state and federal tax agencies

**Kaman's Art Shoppes / [www.kamansart.com](http://www.kamansart.com)** | San Diego, CA | May 2005 - June 2012

*Lead Caricature Artist*

- ▶ Draw caricatures at Legoland, San Diego Zoo, and at private events
- ▶ Paint and maintain caricature stands, including keeping track and counting inventory
- ▶ Training newly hired caricature artists
- ▶ Opening and Closing cash drawers, data entry of daily sales in MS Excel

**Modern Postcard / [www.modernpostcard.com](http://www.modernpostcard.com)** | Carlsbad, CA | May 2006 - March 2009

*Graphic Artist*

- ▶ Preflight PDF's, Quark, Photoshop, Illustrator, & InDesign files for press by checking resolution, trim size, postal regulations, cropping, interpolation, etc.
- ▶ Contact clients to discuss job details and instructions and provide design solutions
- ▶ Field client calls, answer questions, provide technical advice on the use of design software
- ▶ Typeset layouts from digital and physical mock-ups and created custom designed postcards
- ▶ Designed borders and postcards for the Online Holiday Card store

## Education

**Bowling Green State University, Bowling Green, Ohio,**  
**BFA May 2002 | Major:** Digital Art and Animation, **Minor:** Painting

**Cleveland State University, Cleveland, Ohio**  
**2003 | Journalism/Public Relations**

**Watts Atelier of the Arts, Encinitas, CA**  
**2005 | Caricature Illustration**

**Mira Costa College, Oceanside, CA**  
**2011-2012 | Web Development**

**Mesa College, San Diego, CA**  
**2014 | PHP and MySQL**

## Interests & Hobbies

Traveling the World, Writing, Drawing, Making Pottery, Playing Guitar, Hiking, Skiing, and Surfing