

CHRIS WERGER

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Awards

Featured in *LogoLounge Volume 7*

Featured in *iheartlogos Volume 2*

Winner of 6 GD USA Magazine

2016 American In-House Design Awards

Winner of 5 GD USA Magazine

2015 American In-House Design Awards

W3 Web Awards (2015)

Gold Award

Honorable Mention

AVA Digital Awards (2015)

Platinum Award

Gold Award

Honorable Mention

Marcom Awards (2014)

Platinum Award

Gold Award

PRSA Phoenix Award

PRSA Georgia Award of Excellence

Winner of 8 GD USA Magazine

2014 American In-House Design Awards

Winner of 8 GD USA Magazine

2013 American In-House Design Awards

Marcom Awards (2012)

Gold Award

Honorable Mention

Winner of 4 GD USA Magazine

2012 American In-House Design Awards

Winner of 8 GD USA Magazine

2011 American In-House Design Awards

Winner GD USA Magazine

2009 American In-House Design Award

Winner of 3 GD USA Magazine

2008 American In-House Design Awards

Utne Independent Publishing Award

Overall Excellence Category

Professional Experience

Global Payments Inc. Manager, Art Design and Direction | June 2013 - Present |

Senior Graphic Designer | June 2010 - June 2013 | Graphic Designer |

December 2008 - June 2010

Lead creative for Fortune 1000, SMP 500 international financial technology company.

- Inception and design of all corporate marketing assets including trade show displays, e-blasts, web ads, magazine ads, print collateral, signage, apparel, brochures, web assets, consumer packaging, social media assets, infographics, logos, annual reports, special projects and more.
- Art direction for all regions and business units as well as offshore designer, freelancer designers and agencies both traditional and digital.
- Spearheaded corporate re-brand, working closely with the Asia-Pacific, Canadian, South American and European offices to develop and oversee international brand standards and uniform brand identity across 30 countries. All design, conception and execution done in-house.
- Art directed and designed corporate website relaunch as well as providing UI and UX consultation.
- Led worldwide product branding initiative.
- Art direction of product and lifestyle custom photo and video shoots.
- Crafted and implemented a unified icon strategy across all business units.
- Manage printers, promotional and other vendors across global markets.

Consumer Source Inc – Primedia | Senior Creative Designer | January 2006 -

September 2008

- Collaborated with the art director, creative director and copywriter to create all original collateral for the Consumer Source Inc. and Primedia brands (Apartment Guide, NewHomeGuide, AutoGuide, Today's Custom Homes, DistribuTech, Rentals.com and RentRentaur.com) including ad campaigns, publication design, packaging design, multimedia design, flash presentations, trade show graphics, media kits and more.
- Created new brand and logo for the launch of VacationRentals.com.
- Redesigned the *NewHomeGuide* and *Today's Custom Homes* publications.
- Maintained and updated marketing website.
- Created a series of unique "bumpy mail" direct mail campaigns that led to a 65% increase in reply rate.
- Crafted identity and helped launch PRIMEWIRE Primedia's corporate intranet.

Fashion Victim | Press and Pre-Press Technician Specialist | June 2005 - January 2006

- Was responsible for preparing, maintaining and operating 14-color automatic silk-screen press and training four-color manual press operators.
- Matched and mixed all inks for production using the Pantone color matching system.
- Maintained operational condition of screens and presses.
- Problem solved production and pre press issues.

Pytlik Design Associates | Associate Designer | October 2003 - June 2004

- Primary responsibilities included design and post production of brochures, mailers, books, identity systems and exhibition signage for a variety of Pittsburgh-based museums and non-profit entities including: The Carnegie Museum of Art, The Warhol Museum, The Frick Museum, The Pittsburgh Historic Landmarks Foundation, Frank Lloyd Wright's Falling Water and others.
- Created logo and identity system for the Rachel Carson Trails Conservancy.
- Collaborated with creative director on *Oakmont Country Club 100 Years* book.
- Designed exhibition signage, brochures and promotional mailers for a retrospective of Frank Lloyd Wright's Falling Water.
- Created all promotional materials for the Pittsburgh Historic Landmarks Foundation.



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Contract and Pro-Bono Work Experience

Bio-Geometric Integration Seminars (BGI) | Lead Designer | November 2013- Present

Worked closely with the founder of BGI chiropractic to re-brand the organization and create a new logo, collateral collection and an updated marketing approach to engage university student BGI clubs.

Salt Magazine | Senior Designer | November 2003- July 2005

Collaborated with a team of five designers and two editors to design and created quarterly Pittsburgh art publication and literary journal, *Salt Magazine*, as well as all promotional items for the publication and signage, posters and flyers for the issue release parties.

BrabenderCox | Contract Designer | September 2004 - December 2004

Created direct mail campaigns for Congressional and Senate race candidates for Pittsburgh / DC-based political and multimedia consultant firm.

American Eagle Outfitters | Contract Designer | May 2003 - September 2003

Responsible for market research, concept and execution of store signage, logo development, as well as print advertising and billboard design for Pittsburgh / New York City-based apparel company.

Program Skills

Adobe Creative Suite
HTML
Wrike

CSS
Marcom Central

Google for Business Suite
Microsoft Office Suite

Education and Certifications

La Roche College, Pittsburgh, PA

Bachelor of Science in Graphic and Communication Design, 2004
Cum Laude

HOW University

In-House Business & Management Certification Parts 1 and 2