

CHRIS SCALA

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EXPERIENCE

Vintage Print Gallery

2012 – Present

Lead Designer / Project Coordinator

Designed hundreds of original artworks for sale through online vendors. Developed product lines based around design trends and sales data, and provided vendors with detailed spec sheets organizing hundreds of items weekly for online sales. Coordinated daily with individual clients to tailor imagery to the needs of their projects. Provided custom copy and marketing strategy for our listings and correspondence. Fostered new business partnerships and managed existing accounts.

Symmetre Design Group

2008 – Present

Designer (Freelance)

Worked independently for both print and web using Adobe Creative Suite. Basic coding in CSS & HTML. Coordinated with clients regarding a variety of media including magazine layouts, identity, advertising, promotional items, web design, and mobile applications.

Harvard Studio Photography *Photography Assistant & Editor*

2011 – 2013

Apple, Inc. *Visual Coordinator at Tice's Corner, NJ*

2010

Robin Schwartz Photography *Creative Consultant*

2009 – 2010

The Ramsey Cinema *Manager / Projectionist*

2004 – 2009

PROFESSIONAL SKILLS

- Extensive Experience with Creative Software
- Social Media Strategy & Community Management
- Brand Development, Partnership, & Promotion
- Versed in Design Trends & Visual Standards
- Exceptional Writing & Communication Abilities
- Desire to Learn New Skills & Optimize Existing

PERSONAL INTERESTS

- Motorcycles (*2010 Triumph Scrambler*)
- Long-Distance Backpacking & Camping
- Bicycle-Riding & Maintenance
- Music Producer, Collector, & Connoisseur of Groove
- Photographer (*Travel Diaries, Journalism*)
- Cooking (*Breakfast Maestro, Guacamole Champion*)

EDUCATION

William Paterson University

2005 – 2010

Bachelor of Fine Arts in Graphics Design & Photography

Minor Concentration in Art History

Attended on a Full Presidential Scholarship and Graduated with Honors (3.8 GPA)

REFERENCES AVAILABLE UPON REQUEST