



Chris Yates

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Treasury JANUARY 2014–PRESENT

Graphics Branch Chief

- Led and supervised the activities (design, production, branding, etc.) of the Graphics Branch within Treasury Departmental Offices (Headquarters).
- Initiated and developed Graphics Branch staff from a reactive and production-focused environment into one focused on exceptional results by cultivating an atmosphere that encourages entrepreneurial spirit, continuous process improvement, and design thinking.
- Provided design expertise to Treasury's senior leadership, guiding communication techniques, tone, and aesthetic direction to define and support strategic objectives.
- Core Team member on development of the forthcoming *2018 Treasury Strategic Plan*.
- Developed and balanced production schedules among Graphics staff, coordinated requests from customers, and worked with print specialists to get products to vendors.
- In partnership with the Office of Public Affairs, worked to publicize major Treasury initiatives, events, and news using traditional, web, and social media channels.
- Handled most administrative duties for Graphics Branch, including supplies, equipment (IT, printing, etc.), production costs, contract support, training, travel, and software.
- Regularly evaluated staff, conducted performance appraisals and progress reviews, and many other personnel matters (hiring, coaching, etc.)

NASA [MEDIA FUSION, INC.] MARCH 2009–JANUARY 2014

Book Manager

- Led the development, design, and production of NASA's award-winning books and ebooks, ensuring high-quality products and promotional efforts.
- Produced more than 10,000 pages of content from start to finish, including initial design, layout, revisions, prepress, publication, and all stages of creation and distribution.
- Supervised redesign of <http://www.nasa.gov/ebooks>, NASA's ebook portal.
- Proposed and implemented process improvements, resulting in dramatic cost reductions.
- Frequently handled dozens of simultaneous projects, large and small, and ensured that deadlines were met (or improved upon) without sacrificing quality.
- Prepared weekly reports for upper management, shepherded jobs through project management system, and developed project goals and action plans.
- Co-administrator of NASA HQ's Adobe User Group, and ran sessions on ebook standards and technologies (including XML, CSS, and ePUB 3), Adobe InCopy, InDesign, and best practices.
- Award-winning customer service (two-time NASA Customer Service Group Award)
- Award-winning technical skill (two-time CSSC Innovator of the Year)

Freelance Design

- Developed all marketing assets and product branding for Charlottesville Sports & Social Club, including print and web ads, t-shirts, brochures, merchandise, etc.
- Visual designer on *Criminals*, a card game developed by Dave Chalker and Kory Heath.



A portfolio of visual design work is available at www.CMYKcompany.com

Bachelor of Fine Arts in Graphic Design, West Virginia University