



RESUME

CHRISTOPHER EDWARDS

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EDUCATION

APPALACHIAN STATE UNIVERSITY

Master's of Arts in Educational Technology/Instructional Design
with a concentration in New Media and Global Education.

GPA: 3.94 (sooo close)

EAST CAROLINA UNIVERSITY

Bachelor of Fine Arts (BFA) in Communication Arts with a
concentration in Graphic Design.

EXPERIENCE

Crobar Ceative : Associate Creative Director

2016 > 2017

Responsible for messaging, design, and concepting of creative solutions for our clients. Also helped built a team to service major client needs and objectives.

Factory256 : Creative Director/Designer/Gopher/CFO

2008 > Current

Graphic design in traditional print media including brochures, posters, packaging, identity programs as well as web based media. Clients include Whole Foods Market, Columbia Forest Products, The Creative Group, The New Winston Museum, Habitat for Humanity:Greensboro, The Millenium Fund, Wilson McGuire Creative, Food Lion.

Thompson Creative : Associate Creative Director/Freelance

2012 > 2014

Responsible for messaging, design and implementation of B2C direct mail, email, as well as support materials including collateral, interactive, packaging and identity.

North State Communications : Senior Art Director

2010 > 2011

Responsible for messaging, design and implementation of B2B and B2C direct mail, email, and collateral and Social Media.

ShapiroWalker Design : Senior Designer

2006 > 2008

Graphic design in traditional print media including brochures, posters, packaging, identity programs, branding as well as web based and interactive media.

Woodruff Sweitzer : Director of Design

2005 > 2006

Direction of design and interactive projects within agency. Supervising both junior and senior level designers. Creative development, estimating, presenting to clients, performance and salary reviews of designers within design group. Additionally, I continued to provide design solutions for both print and interactive media.

Webster Design Group : Associate Creative Director

2003 > 2005

M Creative : Director of Media Design

2001 > 2003

Virtuoso Interactive/Coyne Beahm : Senior Designer

1999 > 2001

Heard & Associates : Associate Creative Director

1996 > 1999

LongHaymesCarr (Mullen) : Sr. Designer/ACD

1990 > 1995 and 1997 > 1999

Providing impetus for creative output in 4-6 person internal design and collateral group; assignment of group projects, new business presentations, client meetings, general project management. Also recruiting of design talent, assisting with internet initiatives, personnel reviews, salary increase compensations.

CLIENT EXPERIENCE

Duke University	RJ Reynolds
University of Missouri at Columbia	Primo Water
Central Methodist University	A.T. Still University
Salem College	Whole Foods Market
American Hebrew Academy	Wonderbra
Columbia Independent School	Siemens
IBM	Diamond Pet Foods
Lowe's Foods	Salem Baking Co.
Wachovia Bank	Wake Forest University
Boone County National Bank	Food Lion
Duke Energy	Center for Creative Leadership:Greensboro
Levi Strauss	

AWARDS & RECOGNITION

Graphic Design USA
Create Award
International Best of Packaging
PRINT Regional Design Competition
HOW Computer Design Competition
NC American Institute of Graphics Arts (AIGA) Award
International AIGA Award
New York Festival Bronze Award
Mobius Award
PRINT's Best Corporate Identity
ECHO Award

EDUCATIONAL TECHNOLOGY

HONORS

Joe Murphy Educational Media Fellowship Recipient

LICENSURES & CERTIFICATES

- M Licensure
- Instructional Design Certificate

EXPERIENCE

Cape Fear Community College
www.factory256.com/ibookcccp

Each year students and faculty from Cape Fear Community College take a trip to Europe. For this trip, the faculty wanted the students to blog as they explored and learned about the cities they were visiting. It was decided that Wordpress would be the platform the students would use to create and update their blogs. Each day a new prompt was given to the students for them to blog about.

For many, this would be their first time blogging and using Wordpress. I helped the college develop and create materials, both interactive and printed, to instruct the students on how to do basic blogging with Wordpress and to introduce them to the technology in a friendly approachable way.

After discussion with the faculty, we decided to provide the students with an interactive iBook and posters that could be printed and posted on the bus, in their rooms, or even kept on their devices for reference.

To facilitate the distribution of the materials, I created a simple website (www.Factory256.com/ibookcccp) where everything could be accessed and downloaded anytime and from anywhere. Although students were encouraged to download the materials before embarking on the trip, giving them access while on the trip proved to be useful in several circumstances.

Avery County School System
Master's Capstone Project | Makerspace Initiative
www.Factory256.com/capstone

I used the Avery County School System as the foundation for my Master's Degree Capstone project.

Avery County has a three year plan to implement Makerspaces from the elementary level through the high school level. Currently one high school has a Media Specialist that is on board with the Makerspace concept and, for the most part, is implementing the space in her school autonomously with help being given from the district in acquiring supplies. Visit the system's Makerspace Initiative's blog at <http://acsmaker.weebly.com/>

My Capstone Project site is located at www.Factory256.com/capstone