



CHRIS ROGERS

DESIGN + ART DIRECTION

OVERVIEW

I've created the visual voice around successful brands for over 12 years. Being a conceptual lead on numerous accounts, I've become a seasoned presenter with a knack for helping clients choose the right creative solution for their brand.

My strengths include concept development, print, event collateral, mobile design, web design, and brand identity.

CONTACT

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EXPERIENCE

Sandbox Worldwide / Senior Art Director

11/2014 - 2/2017

- Lead art director on all consumer facing materials for Shire Pharmaceuticals
- Created high-visibility pieces for advocacy programs aimed at patient education and community outreach
- Created the experience for community-based patient walks across 12 states
- Launched successful initiatives for pediatric and brand ambassador programs
- Entrusted to bring conceptual thinking to new business initiatives including Elanco pet products, Bayer and Equal
- Brought into the agency to handle the largest oncology launch in agency history, Imbruvica

Discovery Chicago / Senior Art Director

9/2012 - 11/2014

- Launched integrated brand platform across print and web to unify client's four distinct franchises
- Helped position client as global leader in the drug-manufacturing marketplace
- Lead team through launch of breakthrough therapy for transplant patients
- Opened up new revenue streams by expanding web business

Williams Labadie / Art Director

1/2005 - 9/2012

- Lead art director for many of the agency's largest consumer and pharmaceutical campaigns
- Successfully managed designers, production, and web developers to create award-winning work
- Realized the brand identity for Press Ganey hospital solutions
- Broadened experience art directing on professional, DTC, OTC, B2B and business development accounts

Graphic Designer / Torre-Lazur McCann

5/2002 - 12/2004

- Gained experience designing across a wide range of promotional media, including sales collateral, print and conference materials
- Collaborated with art directors in the creation of materials for primary client, Abbott
- Performed digital retouching, illustration and layout

SOFTWARE

Mac designer: Proficient in InDesign, Illustrator, Photoshop, Acrobat, Microsoft Word and PowerPoint. Illustration skills: Acrylic, Ink, Digital.

EDUCATION

Northern Illinois University, BFA Illustration

12/2003

AWARDS

2016 Greatest Creators Award - PM360 Magazine

2012 Chicago Comedy Film Festival - Poster Design Winner

2010 Rx Club Award of Excellence - Essentials of MPI

2008 Impact Award National Starch - Food With Feeling Campaign

2007 Manny Award - Quinsoduku.com - Best Professional Digital Campaign