

# Chris Yates

Chris@CMYKcompany.com

(703) 509-0601

## United States Federal Government

Head of Editorial Division, U.S. Patent & Trademark Office NOVEMBER 2020 – PRESENT

Head of Communications Branch, Treasury DECEMBER 2018 – NOVEMBER 2020

Head of Graphics Branch, Treasury JANUARY 2014 – DECEMBER 2018

- **Pioneer of design practice at Treasury.** I led cross-functional, cross-organization, and mixed career/political teams to identify and publicize key agency policy initiatives; start up our customer experience (CX) practice from scratch; create and launch new financial literacy programs; develop internal and external communication strategies that reflect the needs of the public, employees, and organization; guide organizations to develop their vision, values, and mission statements and refine their brand identities; and educate the public on Treasury's history and mission. This work frequently included engagement with c-suite leaders, develop of formal proposals and informal pitching, translation of technical and aesthetic choices into plain language, and first-principles education of stakeholders on the value and use of Human Centered Design (HCD) practice.
- **Strategic leader in the transformation of a design team honed to meet business and customer goals.** I transformed a stale graphics, photography, and printing team with a reactive focus and production mindset into a thriving, fast paced, inclusive, human-centered, and outcome-focused design consultancy. Embracing the need to change and based on customer feedback, the team created all-new service offerings, including design strategy, communication support, editorial, social media (Twitter, Facebook, Instagram, etc.), and video services. This increased customer satisfaction by 24%, employee satisfaction by 10%, and production by 40% *without* increasing our staffing level or budget.
- **Designed Treasury's 2018–2022 Strategic Plan and launch communications.** I created the visual design of the innovative and award-winning final *Strategic Plan* publication, contributed to development of its agency-wide strategic objectives, and composed and implemented the launch communications to Congress, stakeholders, and 88,000 employees.
- **Served as the leader of a team of amazing creative professionals.** I supported my team by coaching them on how to develop their craft and work on 'soft skills,' providing a sounding board for them to articulate their vision for the future; and helping them to find their own leadership style to prepare them for the next step in their careers. I was also ultimately accountable for the team's work product; handled recruiting and hiring; technical training; professional development planning; the office budget; IT facilitation; project management, monthly and annual evaluations of employees; and performance management.

## Media Fusion, Inc. for NASA

Senior Designer / Manager, Communications Support Services Center MARCH 2009 – JANUARY 2014

- Created a new product line that the public loves. I was the lead developer and designer of NASA's award-winning books and ebooks site, <http://www.nasa.gov/ebooks>. This portal site contains over a hundred accessible and completely free books, research guides, and other publications in a variety of formats. I was also the designer and producer of many of these reports (more than 10,000 pages of content); this work included initial design, layout, revisions, prepress, publication, promotion, and distribution.
- Led a team of designers and editors. As part of a matrixed organization, my team and I handled dozens of simultaneous projects, large and small, and ensured that deadlines were met (or improved upon) without sacrificing quality. I also contributed to recruiting and hiring efforts, prepared weekly reports for upper management, shepherded jobs through the team's project management system, and developed project goals and action plans. Most importantly, I helped my team ensure their skills stayed fresh, relevant, and innovative; served as an expert on technical challenges; and contributed to their professional growth.

*BFA Visual Design*

WEST VIRGINIA UNIVERSITY

*Excellence in Government  
and 21<sup>st</sup> Century Government  
Leadership Fellow*

PARTNERSHIP FOR PUBLIC SERVICE

*Certified CX Champion  
and CX Manager*

FORRESTER

*A portfolio of design  
stories is available at  
CMYKcompany.com*