



**CHRISTOPHER M. YATES**  
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### **NASA Headquarters [Media Fusion, Inc.]**

*Senior Graphic Designer, March 2009–Present*

- Supervised the schedule, design, and layout of books created at NASA HQ
- Coordinated with print vendors to produce publications and other works
- Award-winning client interaction (2009 NASA Customer Service Group Award)
- Award-winning technical acumen (2009 CSSC Innovator of the Year)
- Designs distributed widely within the agency and to the general public (e.g. over 100,000 downloads of the eBook version of *Cosmos & Culture*)
- Proposed and implemented improvements to workflow, resulting in dramatic cost reductions
- Developed creative concepts for books, newsletters, signs, collateral
- Frequently handled many simultaneous projects, large and small, with a strong focus on meeting (or improving upon) deadlines
- Trained coworkers and customers on various software (e.g. InCopy)

### **K12, Inc.**

*Lead Visual Designer, August 2004–February 2009*

- Developed all print design elements for Philadelphia's elementary school science program, including series of 56 textbooks
- Created textbook design and performed layout for *The American Odyssey*
- Designed covers for award-winning titles *Earth Science* and *Physical Science*
- Supervised layout designers, ensuring consistency and quality
- Wrote training manuals and performed user training for Adobe software
- Created prototypes, templates, type specs, and best practices documentation for textbook production
- Designed animations for hybrid online/offline language arts program
- Designed various forms, flyers, brochures, and marketing material

### **WVU Arts & Entertainment**

*Designer, September 2003–May 2004*

- Communicated corporate and organizational identities through design of logotype and collateral
- Collaborated on new department identity redesign
- Created large-format convention displays

### **Don Schaaf & Friends**

*Design Intern, Summer 2003*

- Contributed to logotype and brochure design process
- Assisted with prepress oversight, and ushered a job from conception to design to final production
- Collaborated with Art Director to implement press-friendly composition techniques, and participated in press checks

BFA Visual Art & Graphic Design, West Virginia University

A portfolio of work is available on the Web at <http://www.cmykcompany.com>