

CHRISTOPHER M. YATES

11220 Chestnut Grove Square #323
Reston, VA 20190 • 703.509.0601

yatesc@gmail.com

K¹² is the world's best educational curriculum developer

2004 – Present | Herndon, VA | Lead Visual Designer

- Developed all print design elements, including entire series of 56 textbooks, for Philadelphia's K-3 in-classroom science program
- Created textbook design for *The American Odyssey*, a US History book
- Designed various forms, flyers, brochures, and marketing material
- Designed covers for award-winning titles *Earth Science: A Reference Guide* and *Physical Science: A Reference Guide*
- Supervised implementation of design by international outsourcer
- Wrote training manuals and performed user training for all Adobe software packages
- Created prototypes, templates, type specs, best practices for textbook production, and developed press-friendly composition processes
- Designed animations for hybrid online/offline language arts program

Freelance Design is primarily identity design and collateral

1998 – Present | Various | Graphic Designer

- Designed identity, advertisements, apparel, signage, and other material for Charlottesville Sports & Social Club
- Designed identity and other collateral for SAI Contractors
- Designed identities for 11 other companies and individuals
- Designed various flyers, brochures, and advertisements

Arts & Entertainment handles WVU's in-house marketing

2002 – 2004 | Morgantown, WV | Graphic Designer

- Designed rough drafts and final comps for print projects
- 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 is a Washington, DC area design firm

2003 | Washington, DC | Design Intern

- Created composites for client review
- Contributed to logotype and brochure design process
- Assisted with prepress oversight, and ushered a job from conception to design to final production of 25,000 copy print run
- Collaborated with Art Director to implement press-friendly composition techniques, and participated in press checks

Education

- BFA Visual Art & Graphic Design, West Virginia University

A portfolio of work is available at <http://www.cmykompany.com>