

# CHRISTOPHER HOUCK

Houston TX

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*Client Management ✦ Administrator ✦ Project Management*  
**GRAPHIC DESIGNER ✦ WEBSITE DEVELOPER ✦ CREATIVE DIRECTOR**

Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Passionate and inventive creator of innovative marketing strategies and campaigns, which an award winning portfolio. Accustomed to performing in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within budget.

## SELECTED HIGHLIGHTS

- Facilitated and led a diverse marketing and graphic design department with 100 + team members.
- Built rapport with vendors and managed relationships to accommodate company budget and supply needs while ensuring quality of supplies and services.
- Completed highly persuasive, branded web design projects for Best Business Leaders of America, which exceeded all client expectations both creatively and technically.
- Manage the Triola Lane project, which showcases videography, editing, motion graphic, web design and print design skills. <http://www.triolalane.com>
- Played a key role in writing and editing sales and marketing literature, ensuring valid current and accurate content, as well as strong branding, marketing message and cohesion with advertising campaigns.

## CORE COMPETENCIES

- |                        |                                  |                           |
|------------------------|----------------------------------|---------------------------|
| ▪ Graphic Design       | ▪ Team Leadership                | ▪ Client Relations        |
| ▪ Project Management   | ▪ Print/Online Design            | ▪ Marketing               |
| ▪ Photography          | ▪ Videography                    | ▪ Animation               |
| ▪ Creative Development | ▪ HTML Email Campaigns           | ▪ Training                |
| ▪ UI/UX Design         | ▪ Fine Art                       | ▪ Illustration            |
| ▪ Web Site Design      | ▪ Marketing Campaigns            | ▪ Logo Development        |
| ▪ Video Editing        | ▪ Adobe Creative Suite Expertise | ▪ Business Administration |

## PROFESSIONAL EXPERIENCE

**Mellowdesigner ✦ Houston, TX ✦ 2009 – Present**

**Freelance Graphic-Web Designer | Branding Consultant**

- Complete highly persuasive, branded web design projects for Best Business Leaders of America, which exceeded all client expectations both creatively and technically. <http://www.bestbusinessleadersofamerica.com/about.php>
- Manage the Triola Lane project, which showcases videography, editing, motion graphic, web design and print design skills. <http://www.triolalane.com>
- Collaborate with clients to create the initial vision, conceive designs and consistently meet deadlines and requirements.
- Manage and coordinate graphic design projects from concept through completion.
- Develop lasting relationships with contacts at which prove to be an excellent referral source.
- Expertly convert features to benefits to achieve client objectives.
- Successfully completed client projects resulting in new revenues.
- Created design theme and graphics for marketing and sales presentations, training videos and corporate web sites.
- Create and manage websites from planning to inception including front end development, architecture, interface design, site structure, navigation, page optimization, marketing and graphics that appeal to user interactions and website goals.
- Update and optimize websites for effective marketing and cross-browsers visibility.

**GC Services LP ✦ Houston TX ✦ 2017 – Present****UI/UX Designer**

- Guided a team of developers within the developmental stages of internal applications based on compliance requirements and instruction from various business analyst
- Created visual tools through multiple platforms in an effort to implement GUI interfaces for existing systems
- Provided visual guides and demonstrated the functionality of each prototype to ensure that the application included all of the specified project requirements
- Coupled each prototype with visual presentations, user guides, user access role documents, flowcharts, and user diagrams
- Administered various demos to multiple departments company wide
- Created UX design solutions based on user feedback and compliance requirements
- Assisted developers with front end coding and supplied graphic elements used to create each prototype
- Leveraged strong communication skills to act as liaison between the developers, business analyst, clients, and the end user

**Tree Town USA ✦ Houston TX ✦ 2012 – 2015****Marketing Administrator**

- Played a key role in writing and editing sales and marketing literature, ensuring valid current and accurate content, as well as strong branding, marketing message and cohesion with advertising campaigns.
- Designed and maintained multiple eye-catching websites, managing any customer enquiries generated from the websites, responding to questions and comments, and generating reporting to show increases in traffic and sales.
- Created monthly email blasts based on the data retrieved from sales associates, developing copy and adding graphic elements, links and promotional material.
- Wrote and distributed press releases and produced media kits for distribution as needed.
- Leveraged strong communication skills to act as liaison between advertising agencies and the company, responsible for managing and budgeting print suppliers, freelance talent, and various marketing services to fit advertising needs.
- Provided assistance in terms of logistics at events, such as distributor meetings, seminars, exhibitions and trade shows communicating with potential customers, corporate clients, partners and more to build brand recognition and develop strategic relationships.
- Monitored and reported the effectiveness of ongoing marketing communications activities, making recommendations for changes to current and future strategies.
- Created printed material, such as brochures, reports, magazines, posters, invitations, newspapers, newsletters, logos, letterheads, business cards and other company collateral.
- Shot and edited product review videos for tradeshow and promotional material.
- Created and applied graphics to company vehicles by operating vinyl machine.
- Utilized strong digital photography to take photos of products for promotional use.
- Assisted IT Director with help desk issues company-wide, gaining strong knowledge of several systems, hardware and software.
- Managed all aspects of concept, design and production of unique and eye catching portfolios, including direct mail, landing pages, sales tools, client presentations and corporate communication.
- Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral
- Translated stakeholders' insights into actionable creative strategies and concepts.
- Identify opportunities to streamline workflow, implement brand standardization and share best practices across creative, marketing and analytical functions.

**Triola Lane ✦ Houston TX ✦ 2015 – Present****Designer - Consultant (contract)**

- Worked directly with foundation leaders to identify the value of branding in achieving the company's business.

- Planned and carried out primary research, devised and distributed questionnaires gain insight into the brand’s target audience.
- Identified the company colors, signature font(s), and branding based on strategy development, creating a strong branded look and message that reflected the organization and its goals.
- Acted as a liaison between advertising agencies and the company, managing print suppliers, freelance talent, and various marketing services to ensure strong relationships.
- Developed and maintained company website, managing inquiries generated from the websites.
- Created multiple print material and promotional tools for the companies awareness, including banners, fliers, brochures, press releases and more.

**United States Air Force ✦ Mountain Home, ID ✦ 2006 – 2009**  
**3A0X1 Information Manager**

- Planed and completed research, development, and training on Information Management and Client Support administrative actions for 152 military, civilian and contract personnel.
- Utilized strong analytical skills inspecting annual reports and awards within a military communications division to ensure accuracy, praised for delivering flawless documents to director.
- Edited and organized all division policies and procedures for precise implementation, noted for zero Discrepancies.
- Led event planning and coordination for award ceremonies for achievement medal recipients.
- Implemented procedures for manual and electronic creation, control, coordination, dissemination, and disposal of administrative communications per Air Force policies.
- Performed configuration, management, and initial diagnostics of information systems, scheduling maintenance when necessary.
- Operated & Facilitated Video Teleconferences base-wide, ensuring security measures and functionality.

**EDUCATION**

**Art Institute , Houston TX: 2012**

*Bachelor of Fine Art - Web & Interactive Media*

**Community College of the Air Force, Maxwell AFB, AL: 2006**

*Certification in Business Administration*

**ADDITIONAL CREDENTIALS**

<b>TECHNICAL SKILLS</b>	Web: HTML, CSS, Javascript, jquery, PHP UI/UX Design
<b>HONORS &amp; AWARDS</b>	<ul style="list-style-type: none"> <li>▪ Employee of the Month – Walgreens</li> <li>▪ Portfolio Review Winner 2012 – Art Institute</li> </ul>
<b>PROFESSIONAL DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>▪ Functional Area Records Manager (FARM) Training</li> <li>▪ United States Air Force Client Support Administrator Training For Official Use Only (FOUO) &amp; Privacy Act Training</li> <li>▪ Records Management &amp; Disposition Training</li> <li>▪ Records Disposition- Procedures and Responsibilities Training Information Management Apprentice</li> </ul>
<b>VOLUNTEERING EXPERIENCE</b>	Charis Chapel Bible Church, Charis Theological Seminary Institute, New Faith Church
<b>INTERESTS</b>	Fine Art, healthy eating/learning about nutrition, travel, experiencing new cultures, swimming, crafts, photography (taking classes), church activities

**Detailed Professional References Available upon Request**

