

chrissy preecy

SENIOR GRAPHIC DESIGNER

Profile

Experienced Graphic Designer with eight years of experience working in an agency, in-house and freelance design. Skilled in Branding, Creative Direction, Video and Photography.

Designer Qualifications

- Entrepreneurial
- Project management
- Leadership
- Collaborative thinking
- Communication

Education

GRAPHIC COMMUNICATION

UNIVERSITY FOR THE CREATIVE ARTS
2011 – 2014

2.1 (HONS)

ART DIRECTION FOR FASHION

CENTRAL ST MARTINS
2013

A (SHORT COURSE)

Contact

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 chrissy-preecy

 chrissypreecy

Experience

SENIOR GRAPHIC DESIGNER | INDOCHINO

JANUARY 2023 – PRESENT

- Adobe Creative Suite – InDesign, Illustrator, Lightroom, Photoshop and Premier Pro, XD to an intermediate level
- Weekly campaign designs across email, organic and paid social, building web pages
- Working closely with the Creative Director to maximise campaign shoots, ensuring success across editorial, capsule campaigns and social media content
- Art Direction for social media. BTS videography and photography for SS & AW shoots abroad. Working collaboratively with photographers, video, stylists, hair & make up teams and production crew
- Creation of internal sub-brands and newsletters for showroom communications. EG: The Weekly Stitch & Common Thread
- Working with external agencies and vendors to support with brand consistency
- Printed signage and all design elements needed for new showroom launch events/ openings and partnerships with retailers, Nordstrom and Khols

CHAPTER LEAD | LADIES WINE AND DESIGN VANCOUVER

OCTOBER 2023 – PRESENT

- Global non-profit creative organization led by Jessica Walsh
- Planning and organizing monthly events for creatives in Vancouver. Previous events include; guest speakers, portfolio reviews, and networking

GRAPHIC DESIGNER AND PHOTOGRAPHER | FREELANCE

MARCH 2016 – PRESENT

- Branding expert, working on projects from production design to digital design
- Travel content creation, photography and video with hotels and experiences

GRAPHIC DESIGNER | PERKINS&WILL (MATERNITY CONTRACT)

SEPTEMBER 2021 – JANUARY 2023

- Photography, re-touching, videography and editing for social channels
- Editing and amending floor plans in Adobe Illustrator, re-creating when necessary
- Projects include; 100 Top Employers BC, Hudsons Bay, various motion videos

SENIOR DESIGNER | YORK AND CHAPEL

MARCH 2021 – AUGUST 2021

- Developing brand strategy and packaging for the product launch, utilizing typographic layouts and engaging animation videos to use across social
- Improving company logos and ecosystems to reflect business growth and changes in their direction longterm
- Clients include; Logitech, Zeiss, QSC, Lexi Skin, ADP

GRAPHIC DESIGNER | INDOCHINO

NOVEMBER 2019 – NOVEMBER 2020

- Developing and designing a variety of creative projects including email, print, website, digital graphics and paid media