



CHRIS ZNEROLD

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objective

A challenging creative position at a nimble, forward-thinking media agency.

services

Interactive Design & Development • Building unique brand experiences that foster online business opportunities.

Graphic Design & Identity Branding • Creating visual identities that meet product objectives with authentic personality.

Social Media Marketing • Deploying interactive content through mobile and social web portals that resonate with consumer culture.

experience

Interactive Art Director • Green.com • Boulder, CO • November 2007 to Present

Photoshop design, Flash animation, HTML/CSS/AS3 development for a multiplayer virtual world. As the longest-standing member of the art department, I've helped Green.com grow from a great idea into a multi-million dollar property, creating interactive content that has increased the user registration rate by 141% and dramatically impacted the profitability of the business.

Interactive Art Director • InterActiveCorp • Boulder, CO • May 2007 to November 2008

Photoshop design, Flash animation, HTML/CSS/PHP development for IAC companies including Match.com, Ask.com, LendingTree, and CitySearch. As the design lead of a small team, I helped Match.com report its most profitable quarter ever, and created a number of spin-off properties from the ground up that allowed established online brands to find lucrative new revenue streams.

Interactive Art Director • Zenzi • Boulder, CO • August 2006 to Present

Photoshop design, Illustrator design, HTML/CSS/PHP development for one of San Diego's top 10 PR agencies. Tasked with rebranding the business, I saved over \$20,000 in projected costs by forming a team of remotely based designers and developers to create a visual identity, website, custom content management system, print collateral, and direction for future marketing strategy.

education

University of Colorado at Boulder • 2004 to 2009

Bachelor of Science in Journalism - New media thesis project implemented by CBS records, resulted in an ongoing freelance design position.

Certificate in Technology, Arts, and Media Program - Interactive audio/video installation selected by the ATLAS Institute as 'Best in Show'.

references

Available upon request.