

CHAD W. MITCHELL



5409 RANDOLPH ROAD || KANNAPOLIS, NC 28081

CAREER OBJECTIVE:



To CREATE and EDUCATE in an environment producing works that accommodate my creative, blended skills of graphic design, photography, illustration, and print production to assist in creating simplified solutions.

EDUCATION:



Bachelor of Science, Graphic Design, (December 1992)
Appalachian State University

SKILLS:



Adobe Creative Suite (Photoshop, Illustrator, InDesign) on PC/Mac platforms, CorelDRAW, Microsoft Office (Excel, PowerPoint, Publisher, Outlook and Word), Basecamp, Digital/35mm photography, photo post-processing and manipulation, social media and web graphics

WORK EXPERIENCE:



SignArt - Charlotte, NC

Graphic Designer/Artist (June 2015 - June 2016)

- Created concept drawings for cost estimating and clientele presentations as well as finalized working drawings for manufacturing and production
- Used CorelDRAW X6 design application exclusively
- Maintained vast digital library of cross-section and detail drawings

Miller Davis Agency (Contract) - Salisbury, NC

Graphic Designer (January 2015 - June 2015)

- Produced logos, collateral design, POP displays, digital graphics and hand-drawn illustrations
- Created concepts via marker comps and sketches to communicate ideas quickly
- Discussed projects directly with clients to clarify information needed, helping to expedite projects, being efficient with time and resources

Carolinas HealthCare System - Charlotte, NC

Graphic Designer/Photographer/Print Production (February 2009 - June 2014)

- Developed and implemented marketing collateral with an emphasis on proofing, editing and graphic design of rebranded print, outdoor and broadcast material for both internal and external audiences. Performed work on multiple projects simultaneously.
- Provided and post-processed an array of photography for system campaigns, annual reports, advertising, web, internal communications and promotional needs
- Directed and managed system's print production needs (8 months/1,839 jobs) by delivering collateral on deadline or early (99.99%) and creating and implementing cost and time efficiencies that were used by internal staff and external system vendors
- Created file-naming protocol and archive system for recalling collateral to reprint, saving time and creative costs by not recreating layouts
- Established and maintained excellent rapport with established system vendors

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BlackBuck Graphics - Concord, NC

Graphic Designer (January 2003 - December 2008)

- Logo/identity design, hand/digital illustration, collateral design, ads, small signage, posters, photo retouching, color digital press, wide-format printing and bindery experience
- Filed and maintained large inventory of digital files, photos and invoices
- Coordinated supply orders and mail shipments regularly
- Communicated progress with clientele throughout design process
- Interacted with walk-in customers on printing and design needs
- Set up storefront website, created new network of clientele, increasing employer revenue

OTHER EXPERIENCE:



Appalachian State University

Alumni Photographer (Volunteer) (December 2005 - Present)

- Capture hi-resolution images of alumni, athletes and personnel throughout the football season
- Attend and photograph campus events as they pertain to game day (Homecoming, Senior Day, etc.)

Kannapolis Intimidators Professional Baseball Club

Photographer/Designer (March 1995 - April 2007)

- Provided hi-resolution digital files of athletes and club personnel for local media, photo ads, magazines, web graphics and trading card sets
- Increased client network through photographing fans and corporate functions
- Created original artworks and illustrations for players and club management
- Donated artwork to team for printing to various charitable organization sponsors

Marketing & Social Media

"Bock Bock @ The Rock" - Photographer/Designer (2007-2011)

- Created and managed (13) charity BBQ events for local church to assist in raising operational funds, created event branding (name/logo/print collateral), secured anchor sponsors prior to event to assist with startup costs, advertised sponsors and placed "teasers" promoting event via Facebook, communicated with vendors to coordinate services, rallied volunteers to assist with event, photographed initial event/people/products to market future events, averaged \$1,500 profit/event

PAST PROJECTS:



- Corporate logo/brand for 2017 Monster Energy NASCAR Cup Series Champion, Martin Truex, Jr.
- "The ABC's of Appalachian Football" (2014), photo inclusions
- "The MURDOCK Study" (2014), photo inclusions (Duke Translational Research Institute)
- "Kannapolis: A Pictorial History" (2008), photo inclusions (City of Kannapolis)
- "Shifting Gears," (2008), photo inclusions (Dale Earnhardt, Jr./JR Motorsports)
- Fifth Third Bank, (58) combined photo works on permanent display (Kannapolis/Concord, NC)
- North Carolina Research Campus construction, Kannapolis, NC
- 2017 Dollar General Bowl (Mobile, AL), 2015 & 2016 Raycom Media Camellia Bowl (Montgomery, AL)
- (3) FCS National Championship games, 2005-2007 (Chattanooga, TN)
- Dale Earnhardt, Jr. calendar and "Back in the Day" DVD cover photography (2006)

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- Photo documentary of Cannon Mills' demolition (25,000+ images), (2005-07)
- Documented entire Dale Earnhardt Tribute, Plaza construction, and statue installation (2001-02)
- Photographed all (NASCAR) Drive for Diversity participants (Drivers/Crew members) at nationwide tracks for program's first (3) years (2003-05)

ACCOLADES:



- 2013 Aster Award – Gold (Graphic Design)
Carolinas HealthCare System – Charlotte, NC
Cherokee Community Project (Breast Health)
Multilingual Advertising – Series
- 2013 Wallie Award – Silver (Graphic Design)
CHPRMS Conference Board
Cherokee Community Project (Breast Health) – November 2013
- Levine Museum of the New South – Charlotte, NC
Cannon Mills photography inclusion, “Cotton Fields to Skyscrapers” exhibit – (Early 2011)
- Cabarrus Arts Council – Concord, NC
Cannon Mills photography exhibit, “Angles & Elements” – (Summer 2008)
- Appalachian State University Library Advisory Board Member – Boone, NC
(2012 – Present), Communications Chair (2015 – Present)

CONTACT:



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HERE'S WHAT I DO:



Graphic Design



Photography



Illustrator/Fine Art



Print Production

HERE'S PROOF:



*My passion. My career. My **target**.*



*Wait, there's **more**.*



*My design **degree** dojo.*



*Extra **credit**.*



*My design **ninja** skills.*



*A few times in the **spotlight**.*



***Honed** skill sets here.*



*A simpler life awaits...**call me**.*