CB

CHRIS BROWN

Graphic Designer | Washington, D.C.

Experience

UNITED STATES INSTITUTE OF PEACE | Washington, D.C. | April 2018 – Present

Senior Design Specialist, Publications

- Lead the design development of scholarly reports, books, guides, bespoke publications, marketing materials and other print and digital collateral, for defined audiences such as policy makers, practitioners or researchers.
- Oversee the publication production processes in collaboration with editors, authors and subject matter experts and ensure USIP Press products adhere to industry standards and the institute's policies and band guidelines.
- Maintain and analyze data on project costs, timelines and specifications.
- Supervise external vendors based on federal procurement standards managing budgets, deadlines, deliverables, accountability and performance.

ISEP STUDY ABROAD | Arlington, Virginia | June 2014 - April 2018

Graphic Designer and Creative Specialist

- Developed a redesigned graphic identity and maintained a comprehensive brand style guide. Oversaw the execution of brand standards by internal teams and external partners in more than 50 countries around the world.
- Designed strategic user-centered print products, digital solutions, and event experiences for diverse audiences and brand personas.
- Cultivated an organizational culture of creativity by regularly presenting on design thinking to staff and partners across functional areas.
- Supervised and recruited an annual cohort of full-time seasonal design interns.

UNIV. OF SOUTH CAROLINA STUDY ABROAD | Columbia, S.C. | June 2013 - June 2014

Marketing and Recruitment Coordinator

- Crafted strategic communications materials promoting overseas activities to students and encouraging advocacy among faculty and staff partners.
- Designed visual assets within the university's brand systems and maintained the study abroad website. Represented the unit in related committees and panels.
- Promoted programs through advising, events and presentations to large groups.

Education

UNIV. OF SOUTH CAROLINA | Columbia, S.C. | August 2009 - May 2013

Bachelor's of Arts in Journalism and Mass Communications

- Major: visual communications
- Minor: hotel, restaurant and tourism management

QUEENSLAND UNIV. OF TECHNOLOGY | Brisbane, Australia | February - June 2012

University Exchange Certificate | Creative Industries

Technical Expertise

Proficient in Adobe Creative Suite including InDesign, Photoshop, Illustrator; content management systems; email marketing tools; project management tools; digital communications tools