

CHRIS ROTH

graphic designer & educator

PROFILE

Graphic Designer: Creative, energetic, and enthusiastic graphic artist, writer, and communicator with eighteen years experience in creating effective, striking logos using digital processes; designing literature, graphics, and advertising for print and online media; maintaining web sites; writing press releases, brochures, newsletters, and ad copy; and designing weekly, monthly, and quarterly print and online newsletters.

Educator: Enthusiastic, creative, encouraging, experienced art and English educator with a passion for teaching, an ability to connect with and relate to junior high and high school students, and a history of creating learning environments that encourage creativity, nurture individual student strengths, and breed success.

Effective Team Player: Known for flexibility, creativity, clear communication, and sense of humor.

SOFTWARE SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Quark Xpress, Microsoft Office, Filemaker Pro. Strong Macintosh troubleshooting skills.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer Bloomington, MN

1994 - present

Recent Projects Include

- Graphic design consulting for over 50 high schools and college yearbooks at the Taylor Publishing Summer Yearbook Workshop at St. John's University, Collegeville, MN
- Web site planning and updating during the 2010 National Lutheran Youth Gathering in New Orleans
- Logo for 2008 Lutheran Education Association Convocation
- Logo and web site design for Minneapolis-St. Paul Music Expo
- Christmas Concert fine art print for Concordia University, St. Paul
- Logos and poster designs for Minnesota South District of the Lutheran Church-Missouri Synod
- Brochure design for Robin's Nest Orphanage, Jamaica
- CD, poster, and Christmas card design for Lost And Found band
- Web site design for MN Lutheran Schools web site
- Logo and brochure design for Singsation group
- CD, insert, and business card design for Against All Odds band

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PROFESSIONAL EXPERIENCE (continued)

- Typesetting/design of *The Cleveland YMCA: Reflections on 150 Years of Service to the Community*, by Paul Hillmer
- Logo and materials design for “Hearts for Jesus: Hope for China” project, Wheat Ridge Ministries
- InDesign and Apple computer training workshops for Minnesota South District Lutheran schools and district office staff members

Lion’s Gate Christian Academy, Richfield, MN

2009 - Present

- Teach Journalism, Applied Christianity, English Literature, American Literature, Fundamentals of Art, Ceramics, Drawing, Painting, and Art II, to 7th-12th graders.
- Advise and train the yearbook staff in desktop publishing software, news and feature writing, layout, design, and photography.
- Chair the theatre department and direct the “Faces of Grace” drama ministry troupe.

Cross View Lutheran Church, Edina, MN

2001 - Present

- Design and typeset monthly *Clarion* newsletter.
- Create original art for weekly worship folders.
- Create other graphic design and marketing projects, including postcards, brochures, posters, and logo designs.

Concordia Academy-Bloomington, Bloomington, MN

1994 - 2009

Director of Admissions & PR, Art & English Instructor

- Design all print ads, postcards, brochures, posters, viewbooks, and other advertising and marketing materials.
- Design and typeset event programs, posters, tickets, and related items.
- Work with staff and volunteers to plan and re-design the school web site.
- Maintain the school web site, including front page designs, banner designs, copy writing, and weekly email blasts.
- Photograph all major school events.
- Advise and train the yearbook staff in desktop publishing software, news and feature writing, layout, design, and photography.
- Oversee admissions program and coordinate all admissions-related activities.
- Teach high school journalism, Fundamentals of Art, Ceramics, Drawing, Painting, and Art II.
- Chair the theatre department and direct the “Faces of Grace” drama ministry troupe.
- Chair the fine arts department.

EDUCATION

Concordia University, St. Paul, MN

1992

B.A. in Art and English