

Chris Iorizzo

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Work Experience

Sparrow's Nest Studio

Lead Creative

2022 - Present

- Lead the brand development and creative direction for a business that's part digital startup and part event space.
- Authored and maintained design system and branding guidelines to be used by creative and non-creative members of the team.
- Created Shopify site for customer acquisition, customer retention, and e-commerce.
- Content writer/designer for website and content creator for social media.
- Accomplishments include organic community-building among a diverse audience, growth in B2B contracts, and positive feedback on user experience for in-person and digital experiences.

Self-Employed

Designer

2018 - Present

- Developed wireframes, prototypes, and responsive front end code for an arts education business. Created visual designs that spanned the needs of all user types. Iterated and modified design based on user feedback and site analytics.
- Helped numerous small businesses and clients by assisting in brand development, logo design, social media graphic design, and documents/forms for B2C and B2B use.

Aramark

Designer

June 2017 - May 2018

- Created logos, posters, mailers, internal documents, social media images, etc.
- Collaborated with Marketing team to develop new internal brands aligning with company style and user tastes.

University of Delaware Mac Lab

Site Assistant

September 2017 - May 2018

- Site Assistant for UD's Mac Lab. Responsible for monitoring student printing. Assisted students with Adobe Creative Suite and preprint setup.

Education

University of Delaware

September 2014 - May 2018

- Earned Bachelor of Fine Arts in Visual Communications.

Volunteer Work

Greenpoint Art Circle

Jan 2022 - Present

- Assists a local grassroots art collective with illustration, poster design, live event support, and UX design for website.

LBO

May 2017 - May 2018

- Treasurer for the school club of graphic design majors. Managed finances and planned events. Achieved budget surplus.

Skills

Software

- Illustrator
- Photoshop
- Adobe Suite
- Figma
- Google Docs
- Microsoft Office
- CMS
- Google Analytics
- Google Search Console

Design

- UX/UI Design
- Content Writing and Design
- Human-Centered Design
- SEO
- Art Direction
- Branding
- Advertising
- Illustration
- Social Media