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Education

High School **Lakota West High School**
 Graduated High Honors 06/2007

University **University of Cincinnati**
 College DAAP School of Design, Architecture, Art, and Planning

Degree Bachelor of Science in Design 06/2012 with 3.40 GPA

Freelance Samples

04/2012 - present

Client/Completed **Buckeyes for Lyme Awareness** In Progress

Project *Logo/Branding*
 Description The Buckeyes for Lyme Awareness organization is a small startup awareness program for lyme disease and prevention. Dedicated to providing instruction and information regarding ticks and symptoms of the disease itself, the organization required a vector format logo designed in Illustrator to begin branding their non-profit company as well as some minor consultation on furthering their brand. Planning and sketching for the logo was also done in Photoshop.

Supervisor Anne Howard

Client/Completed **PEDCO E&A Services Inc.** 12/14/2013
<http://www.pedcoea.com/>

Project *Holiday E-Card*
 Description PEDCO Inc. is a architecture and design firm who requested a seasonal greeting and appreciation e-card to be sent in their client newsletter. In order to create an engaging and semi-interactive experience, the e-card itself was created in Flash using Actionscript 3.0 for much of the animation. This would keep the filesize low while still allowing for a 30 second transition between some of PEDCO's favorite projects. Since most of the photography was taken during spring or summer, all but one of the final images had to be Photoshopped to fit the winter theme; creating a cohesive visual experience to the final resolve.

The final deliverable contained an XHTML/Javascript webpage to display and replay the final animation, as well as a custom image to link to the webpage from the newsletter.

Supervisor Beth Gully | BT Graphics, Inc.
<http://btgraphics.com/>
 100 Mound St. Lebanon OH 45036 513.282.2652

Client/Completed **Just My Jammies** 8/28/2013
<http://justmyjammies.com/>

Project *Promotional Website*
 Description The Just My Jammies personal clothing line required a visually striking promotional site built from the ground up based on a provided photoshop mockup. However, there was plenty of opportunity to include and suggest slight visual and functionality changes during the process of converting the mockups to an XHTML, CSS3, and Javascript (primarily JQuery) site. While the final uploaded site was provided by an alternate source, the commissioned work was still completed up to nearly the final content management stage of development (demo link provided below).

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Description (cont.) The site itself was quite complex, requiring different operations of display for each section. For instance, while the home page was a simple-enough full-page automatic slideshow; the “News and Events” page required a fully custom built modal that would dynamically load information and display it as rich text, images, and embedded video. Greeked examples of each are included in the demo.

http://chrisguttag.com/archive/jmj_demo/

Work Experience

Company	The Ant Farm http://www.theantfarm.net 110 S Fairfax Ave #200, Los Angeles, CA 90036 513.762.4614
Occupation	Interactive Design Co-op Intern
Employed	Winter 2012 1/3/2012 - 3/24/2012 Summer 2011 6/20/2011 - 9/17/2011 Winter 2011 1/5/2011 - 3/18/2011
Supervisor(s)	Jason Chang jason.chang@theantfarm.net
Responsibilities	Working at the Ant Farm provided numerous opportunities and a wide variety of work related to advertising. Projects could range from fast-paced deliverables assigned, completed, and approved in a week to month-long campaigns. Design team members were almost always included in planning these campaigns, not just designing and developing them.
Work Examples	<p>Banner Ads: These were peppered in frequently with other projects, all done in Flash with Actionscript 3.0. While simple by nature, the design restrictions on filesize (40kb max) meant that in order to create interesting and eye-catching animations most of the motion needed to be done with custom actionscript. Even animation libraries would often use up the allotted filesize on their own, so optimization and balance between compression and visual aliasing on imagery had to be maintained at all times.</p> <p>Site Building: These comprised the lengthier and more involved projects and comprised everything from actual wireframing and design of the site, to development in HTML5, XHTML, CSS3, Javascript/JQuery, and/or Flash, to content management and quality assessment; often several of these throughout the course of each project. For instance in the Beachbody Ultimate Reset Participant Portal project, I was tasked to not only design and build out content on pages but also assess SEO compliance on previously built pages, update and reform content, and incorporate participant tools for those engaged in the program.</p> <p>Graphic Design, Utility Development: Being an intern on the combined graphic and interactive team (“Printeractive” colloquially) also required a consistent use of design tools and graphic creation; not just development. Some of my first projects included developing twitter skins and desktop backgrounds as a part of a larger advertising campaign. On the other side, I was also able to be involved in much larger projects, such as developing a video player element in a much larger interactive Flash site. Adaptation and variety were integral to my experiences at The Ant Farm.</p>

Work-related Accolades

One of my most comprehensive projects to date was creating a Flash promotional site for the film A Cinderella Story: Once Upon a Song. Having been primarily self-taught in terms of advanced Actionscript coding (the DAAP digital design track did not focus on technical development education) this project was a major catalyst for developing my technical knowledge of Actionscript programming.

Since the project had to be built from the ground-up, I was able to take the lead development role and construct a full, working site according to client specifications within the established timeline. It was both a learning experience, as well as a proof of concept for my ability to adapt under pressure to solve a design problem. I was even able to make some smaller contributions to the HTML fallback site, though the Flash site was my primary focus during the project.

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Work Experience (cont.)

Company	The Kroger Company 11450 Grooms Rd (Cornell), Blue Ash, OH 45242 513.762.4614	
Occupation	Web Based Learning Development Team Flash Developer Co-op Intern	
Employed	Summer 2010 Winter 2010	06/21/2010 - 09/18/2010 01/04/2010 - 03/19/2010
Supervisor(s)	Chris Wood	chris.wood@kroger.com
Responsibilities	<p>Working at the Blue Ash Technical Center for Kroger gave a look into the development side of a large-scale corporate entity. From a design perspective, this meant adhering to established design standards (often right down to usable color schemes) while still creating an engaging and instructional experience for the user of the Web Based Learning lessons. This was accomplished through a contained Flash shell program into which the various static and interactive lessons could be developed, and right from the start I was able to work with the team to design, quality assess, and sometimes even localize the lessons.</p> <p>However Flash (Actionscript 2.0 and 3.0) was not the limit of my experience with Kroger; I was also able to develop graphic work related to my digital design experience. For example, I was able to work on an internal logo for a Kroger Pharmacy utility alongside my other responsibilities. It was an interesting challenge to again retain the strictures of the corporate branding while still creating an interesting product. This experience continued into further Pharmacy-related projects, including an entire icon set for one of the lessons regarding the utility.</p>	

At Kroger I was able to participate in an event for each junior team member to showcase projects, experiences, and contribution to the WBL Team. These presentations were given to the management of the technical center, and from those presentations the management selected members to present to several corporate executives, including the president of the Kroger Company.

I was one of those selected to show my work based on several internal logo development projects and general development of the online training programs.