

# Christian Taylor-Low

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## SKILLS

### GRAPHIC DESIGN

#### ADOBE CREATIVE CLOUD

Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, Dreamweaver

#### PHOTOGRAPHY

Photographer, Editor, Photo Shoot Directing

#### WORDPRESS, HTML & CSS

#### TEAM LEADERSHIP

#### BRAINSTORM LEADER

#### SOCIAL MEDIA STRATEGY

#### VIDEO PRODUCTION

#### COPYWRITING

## EDUCATION

### MASTER OF ARTS

#### ORGANIZATIONAL LEADERSHIP

*Candidate, expected completion 2021*

Point Loma Nazarene University

San Diego, California

### BACHELOR OF ARTS, *cum laude*

#### ART and POLITICAL SCIENCE

Point Loma Nazarene University

San Diego, California

## ORGANIZATIONS

### AIGA San Diego

### Broker's Building Art Collective

## ALSO ...

Received the **President's Award** for web design at Carmichael Training Systems, received an **Art Dept. Merit Scholarship** all 4 years, served as **Lt. Governor of Colo. Boys' State, Student Body President**, won high school Art Show "**Best in Show**" 3 times, and received **first art scholarship** in 1<sup>st</sup> Grade. And, placed 10<sup>th</sup> (of 24) as a novice bodybuilder in the 2010 NPC Colo. Northern competition.

## EXPERIENCE

### EDU BUSINESS SOLUTIONS SAN DIEGO, CALIFORNIA

#### DIRECTOR OF GRAPHIC DESIGN

JULY 2018 – MARCH 2020

- Directed marketing strategy, branding, and graphic design, supervising a team of 2.
- Consulted on major software product development and design best practices, resulting in better usability and greater customer satisfaction.
- Recommended robust social media presence and implemented email leads campaigns, including copywriting and design, raising webinar registrations and sales conversions.
- Facilitated brainstorming and strategy sessions to rethink branding and communications strategy on a family of software products, including the new branding and successful launch of Smart Track Pro software.
- Engaged new customers with user-friendly landing pages and new website designs for edubusinesssolutions.com, printshoppro.com, designconductor.com, smartrackpro.com, and medcontacts.com.

### CHAMBER DANCE PROJECT WASHINGTON, DC

#### DESIGN AND MARKETING DIRECTOR

MARCH 2013 – DECEMBER 2017

- Hired to direct, after designing print and digital materials as a volunteer.
- Raised profile of CDP with media partners.
- Increased ticket sales for performances with ad-buys and partnerships.
- Drove increase in gala attendance for 4 years, cementing CDP's success.
- Worked directly with the Board of Directors on season marketing strategy.

### SHAKESPEARE THEATRE COMPANY WASHINGTON, DC

#### VISUAL COMMUNICATIONS MANAGER

MARCH 2014 – JUNE 2016

- Supervised a team of 3 designers and photographers to produce all print and digital collateral for the Company.
- Increased ASIDES performance program readership from 30% to 80%, based on take-home rate, with a complete redesign.
- Designed key art for productions.
- Directed photo shoots.
- Worked with vendors to ensure top-quality deliverables for high-end audience in competitive live-entertainment market.

#### SENIOR GRAPHIC DESIGNER

APRIL 2012 – MARCH 2014

### ROCKY MOUNTAIN INSTITUTE BOULDER, COLORADO

#### ART DIRECTOR

OCTOBER 2008 – MARCH 2011