CHRIS FREES

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WORK EXPERIENCE

Designer

CauseMic
Jan 2023 - Present

- Designed websites for nonprofit organizations with annual revenues ranging from $1.4M to $3.7M, prioritizing donor conversion.
- Provided design support for fundraising campaigns across digital and print, including a year-end appeal that raised over $800K.
- Oversaw contract designers and videographers, guiding creative direction and ensuring on-brand execution.
- Managed marketing coordination responsibilities, bridging gaps between creative and leadership teams.

Visual Designer

Freelance
Mar 2022 - Jan 2023

- Created early-stage mockups and visual direction for a healthcare startup iOS app.
- Designed digital and print collateral; built email templates for marketing teams.
- Provided art direction for TV spots, guiding visual design and asset handoff for editors.

Designer

Graham Oleson
May 2016 - Mar 2022

- Contributed to the design of marketing campaigns for 10+ clients.
- Led the design and front-end development of web experiences and landing pages.
- Organized and maintained an archive of client assets, managing over a decade's worth of creative materials.

Product Designer

Ambidextrous LTD
Jun 2016 - Dec 2017

- Led the interface design on client and in-house web apps.
- Partnered with a lead UX designer to create user flows, wireframes, prototypes, and conduct user interviews.
- Contributed to product strategy and developer hand-off.

Contract Designer

Current Media Group LLC
Sep 2015 - Feb 2016

- Designed marketing campaigns for an e-commerce company.
- Maintained the front-end of multiple high-traffic websites, using HTML, CSS, and JavaScript to resolve bugs and optimize performance.
- Participated in A/B testing to improve email and website conversion rates.

SKILLS & TOOLS

Visual Design, Creative Direction, Brand Strategy, Marketing Coordination, UX/UI, HTML/CSS
Figma, Photoshop, Illustrator, InDesign, HubSpot, Asana