



CHRIS CAPELLINI ART DIRECTION / DESIGN

CHRISCAP.COM
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ART SUPERVISOR

COMPANY C (formerly Chinnici Direct)

2006 - PRESENT

Big title for a small guy – Here's where it gets tricky, balancing my own work while managing other designers, programmers, content creators, getting more deeply involved in user experience and information architecture, generally making more of a nuisance of myself in the digital medium. One of my major roles has been the creative supervision of a major site redesign for a world-renowned brand.

Capital One, MetLife Bank, American Home Mortgage, Virgin Atlantic Airways, Fidelity Investments, Cablevision, Weight Watchers, New York/Long Island Honda, Windstream Communications

SENIOR ART DIRECTOR

CHINNICI DIRECT

2004 - 2006

"Well, it's one louder, isn't it?" – In addition to doing my design thing, I got the opportunity to strut my stuff in front of the client by presenting concepts and participating (successfully a few times!) in new-business pitches. I also began to immerse myself in all aspects of the digital world by being an active participant on various websites, subscribing to numerous blogs and even getting my hands dirty in some of the latest web-development technologies.

Chase Manhattan Bank, Capital One, Virgin Atlantic Airways, Barnes & Noble, Suncom - AT&T Wireless, MetLife Bank

ART DIRECTOR

CHINNICI DIRECT

2001 - 2004

Moving on up; like the Jeffersons – Dropping the "Junior" from my title naturally gave me more responsibility at the agency. I began running my own projects from concept through production, and they even let me meet and present to our clients. Continuing to hone my digital chops, I built banners, emails, landing pages and full web experiences for our clients.

Chase Manhattan Bank, Pantone, Icon Digital Studios, Starpower - RCN, Bloomberg News Radio, Reed Exhibitions, John Deere

JR. ART DIRECTOR

CHINNICI DIRECT

1999-2001

Bright-eyed, bushy-tailed – After a summer of contemplating life after college and scouring the "Help Wanted" section of the NY Times, I finally landed my first "big boy" job at Chinnici Direct. My main responsibilities included mechanicals, retouching, and comps, but I also contributed in concepting and design work. However, since I was the only person in the creative department with any interactive experience, all digital work was thrown my way. So began my reputation as our digital "go-to guy."

Chase Manhattan Bank, Millennium Broadway Hotel, Thomas Register, Sothebys.com

EDUCATION

LOYOLA COLLEGE IN MARYLAND '99
BACHELOR OF ARTS
MAJOR: ADVERTISING (DESIGN CONCENTRATION)
MINOR: STUDIO ART
MAJOR/MINOR GPA: 3.8/4.0

RECOGNITION

2002 JOHN CAPLES AWARDS FINALIST
WORK SELECTED FROM ENTRIES FROM 43 STATES AND 30 COUNTRIES TO BE EXHIBITED IN THE CREATIVITY ANNUAL IN THE SUMMER OF 2002

SKILLS

PHOTOSHOP CS3, ILLUSTRATOR CS3, FLASH CS3,
DREAMWEAVER CS3, INDESIGN CS3, QUARK 6.5,
FINAL CUT PRO, XHTML, CSS, MICROSOFT OFFICE SUITE,
APPLE KEYNOTE