

# CHRIS FERRARA

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## GENERAL QUALIFICATIONS

Ten plus years experience in the field of user experience design and web development, creating visually appealing and user focused digital experiences which allow the end user to easily explore and discover services or products.

Twenty plus years experience in the field Art Direction, Graphic design and Advertising, creating visually engaging identity programs, advertisements, and online displays that precisely promote and represent the product.

## PROFICIENCIES

PHP, HTML, CSS, XML, Adobe Creative Cloud, Adobe Experience Manager, Wordpress, Microsoft, JQuery, Javascript, Dojo, Bootstrap, Aptana Studio, IBM Coremetrics and Google Analytics, font and color knowledge and sensitivity, design, photography, content management, planning and organization, creative vision.

## WORK HISTORY

May 2011-present Lead User Experience Designer, Tractor Supply Co.  
Lead design and front end development for tractorsupply.com ecommerce website, Manage unstructured content, email marketing, digital integration, digital marketing. Manage staff of two web developers and two visual designers.

May 2009-present Creative Director / Owner Prominence Design.  
Branding and Identity Creation providing business communication design and development to small business, start ups, non profits, artists.

April 2004-May 2009 Creative Lead, Front-End Developer, echomusic LLC.  
Produce and manage front end development efforts for subscription based entertainment websites. Managed staff of 4 web developers.

2002-2003 Art Director / Senior Designer, Latocki Team Creative, LLC.  
Lead creative for development of music packaging, logos, advertising and collateral.

1994-2002 Senior Designer / Managing Director, Team Design, Inc.  
Oversee general operation of design studio. Focus on music industry packaging and marketing.

## EDUCATION

2011 Internet Retailer Web Design Conference

2000 Rochford Institute - Website Development

1995 Watkins Film School - Screenwriting

1986-1987 Nashville State Technical Institute - Graphic Arts Certification.

1984-1986 Austin Peay State University - Advertising Design, Photography and Fine Art