

**Christopher T. Bock**

3111 132<sup>nd</sup> Street SE, B211  
Everett, WA 98208  
Home: (425) 337-4073  
Cell: (425) 770-8329

For samples of my work, visit my portfolio at: <http://www.bockgraphics.com>

**Areas of Effectiveness**

Web Site Design / Mobile Design	Database creation & management
Ecommerce	Graphic Design
Web Site Planning & Renovation	Branding & Logo Development
(SEO) Search Engine Optimization	Package Design
Adobe Photoshop / Acrobat / Illustrator / InDesign	Print Production & Coordination
Macromedia Freehand / Flash	Brochures, Catalogs
HTML / XHTML / CSS / ASP / XML / PHP	Technical illustrations
Web based Forms	Banners, Signage
Microsoft Office Products	News Paper & Magazine Advertising

**Experience**

**Designer / Web Design & Development**, Freelance for numerous clients, 2005 to present  
**Designer / Production Artist / Web Design & Development**, ISSI Business Solutions, 1997 – 2005  
**Designer / Production, Owner**, Bock Graphics, 1991 – 1997  
**Designer, Production Artist, Owner-Operator**, R.F. Bock & Son Graphic Design, 1981 – 1991  
**Production Artist**, Spectrum Advertising, Seattle, Washington, 1975 – 1981

**Career Highlights**

- Package design, print production, art direction of photographic elements & print coordination for numerous small and large Northwest clients.
- Management of a small design studio with 3 to 5 full-time employees providing quality design, consulting, media placement, print advertising, packaging, and trade show materials for a client base of over 20 companies.
- Ground level design & development of the first ecommerce initiative for ISSI Business Solutions. Design & management of all web ads, web banners and related sales materials in print.
- Development of private-label products for both in-house sales & existing clients of ISSI Business Solutions.
- Creation of web sites for multiple clients including design, programming, maintenance, hosting, database creation & management, search engine optimization, and ongoing site maintenance.

**Ongoing Professional Development**

Continued Studies: JavaScript, PHP, ASP.NET, C#, Visual Basic

**Education**

*HTML, XHTML & CSS programming* – Everett Community College  
*Design & Layout Techniques* – School of Visual Concepts  
*Art & Music* – Shoreline Community College  
*Graduate*, Ballard High School

**Summary of Capabilities**

I have the ability to manage or work closely with managers and clients to assimilate information for the planning and execution of successful marketing plans, and create the designs and materials needed to achieve the desired goals.

My capabilities include many years of experience in the design and creation of graphics to meet specific commercial or promotional needs for branding, web sites, printed material, packaging, displays, magazine or newspaper ads, and develop these using a variety of mediums to achieve the necessary results.

I am accustomed to producing graphic sketches, designs, and copy layouts for online or print content. I have a strong eye for determining size and arrangement of illustrative material, copy, type styles, and arrange layouts based upon knowledge of layout principles, aesthetic design concepts, and corporate branding requirements.