

CHRIS MACARTHUR

GRAPHIC DESIGN / DIGITAL DESIGN / ANIMATION / RETOUCHING / 3D / FINISHED ART

Sydney, Australia

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AN INTRODUCTION

With an accumulated 17 years in the creative industry I have found myself involved in a variety of fun and challenging projects. Over this time I've developed a diverse and flexible skill set that I've been able to successfully adapt to a vast number of creative projects across print and digital media.

Initially starting out with a focus on retouching and finished art/print for a number of years, I later threw myself in the deep end taking on digital projects entailing HTML5 animation, rich media, and motion graphics. This cross pollination of disciplines has allowed me to be hands on at every stage of a project pipeline, and to also find unique creative solutions for clients.

I've found the ability to adapt, learn and 'pivot' to be vital to staying on top of a constantly evolving industry. I'm passionate about learning and growing, always seeking to improve and take on new challenges.

EXPERIENCE

Graphic/Digital Designer - Retoucher - Finished Artist

CHRIS MAC DESIGN (FREELANCE) – SYDNEY

July 2017 - Present

- Design and creation of animated HTML5 banners, rich media ad units, and social media assets
- Design and creation of animated video content for outdoor and social media
- Retouching of talent, products, image compositing, key art development
- Layout design and finished art across a wide range of print assets (press, magazines, flyers, brochures, billboards, bus shelters, bus wraps/backs)
- Design and artwork creation of printed activation units and event materials (info booths, marquees, tents etc.)

Graphic/Digital Designer - Retoucher - Finished Artist

TROVATO DESIGN – SYDNEY

June 2011 - July 2017

- Retouching of talent, products, image compositing, key art development
- Design and creation of animated HTML5 banners, rich media ad units, and social media assets
- Layout design and finished art across a wide range of print assets (press, magazines, flyers, brochures, billboards, bus shelters, bus wraps/backs)
- Vector illustration
- Design and artwork creation of printed activation units and event materials (info booths, marquees, tents etc.)
- Art direction



Creative Retoucher

FREELANCE – SYDNEY

January 2009 - June 2011

- Retouching of talent, products, and image compositing for various clients.

Creative Retoucher - Junior

ELECTRIC ART – SYDNEY

March 2008 - December 2008

- Retouching of talent, products, and image compositing for various clients
 - Primary tasks included deep etching, image clean-up, colour correction, and building out/extension of background assets
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EDUCATION

Certificate IV in Graphic Design Foundation

TAFE NSW - HORNSBY

2010

Diploma in Multimedia

QANTM / TAFE - CROWS NEST (COMBINED DIPLOMA)

2002

Higher School Certificate

BALGOWLAH BOYS HIGH

1996 - 2001

REFERENCES

Sebastian Trovato

OWNER / DIRECTOR - TROVATO DESIGN

0419 216 645 seb@trovatodesign.com.au

Adam Rolfe

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