



www.lookstwicestudio.com

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Christopher Corwin : designer, art director, marketing strategist, producer of marketing campaigns and collateral & international print production manager.

#### summary of qualifications :

- Over 10 years of professional graphic design experience with focus in branding, packaging, marketing and sales collateral, educational materials and programs, talent evaluation and design management.
- Projects have included wine, spirits and luxury goods, professional business, corporate identity, business to business and education.
- Clients have included Foster's Wine Estates (e.g. Penfolds Wines), Broadbent Selections, Inc. (e.g. Broadbent Wines), Cullen Creek Olive Oil, SACI of Florence, Italy, SageFire Software, Green Builders, Mltchell Wine Co., Louis Guntrum Wines and Guntrum Estates, Germany, Freewheel Software and Catalyst SF, The University of San Francisco, The Ruby Firm.
- I enjoy the creation of packaging, identity and marketing solutions from concept all the way through to final press check. And can initiate and manage each of these phases efficiently and within strict budgetary guidelines.
- Have established and maintain strong, sustainable relationships with vendors and suppliers worldwide, with significant resources in the San Francisco Bay Area.
- Energetic, self motivated professional with well developed skills in management, organization, art direction and precise execution.
- MAC OS, ALL ADOBE software, Office, sound and video editing capabilities, current and well developed understanding of design standards for the web and screen based media.

#### professional experience :

Freelance Designer/ Art Director

San Francisco, Calif.

As principal of my own freelance operation, I have a range of clients in a variety of markets — wine labels and wine branding, the food services industry and business to business in the tech industry. I work extremely well with others and can fill any number of roles in an agency or studio environment. Many recent projects have been printed in locations around the world, such as Argentina, Austria, Germany and Portugal. A short list of clients with a brief summary of the work created, and services provided :

Cullen Creek Olive Oil Co. ([www.ccevoliveoil.com](http://www.ccevoliveoil.com))

Sanger, Calif.

Concept, production and implementation of all marketing collateral for the Cullen Creek Olive Oil Co.. Including but not limited to: the website, letterhead, business cards, sell sheets, private labels and private label packaging for other Cullen Creek olive oil customers.

Broadbent Selections

San Francisco, Calif.

Design and production of new labels and sell sheets and all new marketing collateral for the new Broadbent Branded Wines : Vinho Verde, Grüner Veltliner, Malbec and Douro.

Penfold's

Melbourne, Au. & Napa, Calif.

Rewards of Patience book design — I created the typographic structure and layout to showcase the long history and iconic vintages of the premier Australian wine. This luxurious red wine was celebrated at events worldwide with this publication as a gift for those in attendance.

The Ruby Firm

Portland, Oregon

Concept, design and production of the identity system for this law and lobby firm in Portland, Oregon.

Mitchell Wine Co.

Willamette Valley, Oregon

Concept, design and production of new wine labels for an Oregon Pinot Gris & an Oregon Pinot Noir.



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Christopher Corwin

Assistant Professor, University of San Francisco San Francisco, Calif.  
Prior to freelance work, I spent significant time as a professor, program designer/ coordinator and advisor for university level graphic design students. This began in 1997 at Oregon State University, and continued through 2007 at the University of San Francisco and in Florence, Italy. I am particularly adept at providing insight, guidance and art direction. My responsibilities have included curriculum development, hiring, staffing, and professional placement. This ability to design, communicate, manage people and projects will be a huge asset in any creative environment.

Designer, Edge Design & Advertising Corvallis, Oregon  
At Edge, I did it all. This small studio afforded the chance to concept and design materials for the regional cellular phone provider, write copy for print and radio, design and create a series of television spots using After Effects and Premier, design and build CD/ DVD interfaces for HP inkjet technology for their global corporate intranet. I also worked extensively on all manner of projects for the Mid-Willamette Valley Healthcare Provider and lastly the design and update of the Edge website.

**skills & education :**

MAC platform, All Adobe Creative Suite Software — particularly InDesign & Photoshop. PowerPoint, experience with After Effects, Premiere and Flash. Sound & Video production and editing experience for broadcast television. Some programming and coding for CSS based website production.

California College of Arts & Crafts (CCA as of 2003)	San Francisco, Calif.
MFA in Design, May 2002	
North Carolina State University	Raleigh, N. Carolina
BFA in Graphic Design, May 1993	

**references :**

Available upon request.