



CONTACT

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SKILLS

3D Design & Rendering
Adobe After Effects
Adobe Dreamweaver
Adobe Flash
Adobe Illustrator
Adobe In-Design
Adobe Lightroom
Adobe Photoshop
Adobe Premiere
Autodesk AutoCAD
AVIXA-CTS Certified
Evertz VL PRO
Google Sketchup
HTML/PHP
Web Development/Design
Graphic Design
Art Direction
Photography
User Interface Design
User Experience
Logo/Brand Design
Interaction Design
Microsoft Suite
Social Media
SEO Web Marketing
Wordpress

WEBSITE

www.christopherludwig.com

CHRISTOPHER LUDWIG

C R E A T I V E D I R E C T O R

OBJECTIVE

Throughout my career at McCann Systems I worked with others to build the company brand from the bottom up. From creating CAD and engineering standards to designing all brand entities, including websites, social media presence, to customizing and expanding their pre-sales design decks. I am looking to forward my career and bring my set of unique comprehensive skills to a new opportunity.

EXPERIENCE

McCann Systems - Creative Director

March 2016 - Present

- Manage the creative process from concept to completion
- Lead and direct the creative team in the production of all marketing collateral
- Create and maintain all brand assets (digital, social and print)
- Work with Sales Executives to create custom client pitches and proposals including 3D renderings & system diagrams
- Create custom graphical user interface layouts
- Work closely with other Sales Executives, and Project Managers to generate marketing materials (digital and print).

McCann Systems - Marketing Manager

March 2010 - 2016

- Developed & managed all company brand entities including print, web & video.
- Designed, developed, & managed the main company website and all social platforms.
- Created all sales presentations and client facing materials
- Created pre-sale design packages including 3D renderings & user interface concepts
- Designed new logo & brand for company, managed distribution of materials
- Design & create all custom graphics and assets as needed per project

McCann Systems - CAD Manager

March 2004 - 2010

- Created & managed the creation of all drawing and engineering packages for all projects
- Developed company standards for Design & Engineering packages
- Developed and managed CAD block and assets library
- Worked with Project Managers and Engineers to develop comprehensive AV drawing packages
- Created 3D conceptual sketches and renderings

EDUCATION

SUNY Purchase College - Bachelors of Fine Arts

Class of 1999

Studied Technical Theater Design, Specializing in Lighting and Set Design.

Other Education

Adobe Creative Suite Certification, Advanced Motion Graphics, AutoCAD Certification, Crestron Designer, Web Design, Evertz VistaLink PRO,