



# CHRIS HELYER

Graphic Design | Motion Graphics | Illustration | Video

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## Likeable Media *Motion Graphic Designer 2021 - Present*

- Collaborates with Art Directors, Copywriters, Video Editors, & Account Managers to produce thoughtfully designed motion graphics; translate concepts into compelling stories optimized for social, and effectively incorporate feedback.
- Creates new graphics as well as adapt existing designs into motion graphics for a diverse array of media, including smartphones, tablet, & web.
- Pivots daily between projects and design languages for brands including Great Wolf Lodge, Aspen Dental, Ahold Giant Supermarkets, YieldStreet Cryptocurrency & many more.
- Presents solutions for design challenges to optimize workflows and improve deliverable turnaround & communication between teams.

## Spotco *Digital Content Creator 2015 - 2020*

- Created graphics, video content, landing pages, email blasts, animated stickers, AR Masks & design templates for over 40 stage productions for use across digital and social channels.
- Coordinated with creative directors, account leads, designers & clients to ensure cohesiveness on various platforms while influencing art direction through the lense of social shareability.
- Researched emerging trends to reach new audiences on social, making Broadway properties lucrative by building awareness and loyalty, directly increasing ticket sales by up to 60%.
- Increased content output through streamlining workflows, organizing project files, overhauling the creative brief system, & mentoring designers.
- Aided in new business pitches by building pitch decks & graphic concepts, successfully building new client relationships.

## Freelance *2013 - Present*

- Storyboarded & created 8 official lyric videos for Irving Berlin songs including “Puttin’ On the Ritz” “Snow” & “Cheek to Cheek” & created social cutdowns of each.
- Designed logos, Illustrations, branding assets & social media content for *You’re Making It Worse*, *Coach Cub Health & Wellness*, & The Broadway Podcast Network.
- Video edited social ads for Ferrero Rocher, HAC Beauty Cosmetics, DeLune Women’s Health Products
- Directed & Created motion graphic music video for “Good Times” by Phil & The Flying Leap.

## Technical Skills

Adobe Creative Suite - After Effects, Illustrator, Photoshop, InDesign, Premiere Pro

Cinema 4D (C4D), Blender, Figma, Canva, ProCreate

## Education

Hunter College, NY NY 2013-2015

**Area of Study: Graphic Design**

Brookdale College, Lincroft NJ 2008-2011

**AA in Liberal Arts & Education**