

# CHRIS ENTRIKEN

VISUAL DESIGNER

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## SKILLS

### DESIGN

Art Direction  
Branding  
Typography  
Illustration  
Iconography  
UI Design

### TOOLS

Adobe: Illustrator,  
Photoshop, Lightroom,  
Premier Pro, After Effects  
Google: Analytics , Ads,  
Search Console, Drive  
Mailchimp  
DropBox

### DEVELOPMENT

WordPress , Wix , Shopify  
HTML / CSS

## EDUCATION

### FOOTHILL COLLEGE

Graphic & Interactive  
Design | A.A.  
2020 - 2022  
Psychology | A.A.  
2016 - 2018

## EXPERIENCE

### Graphic Design Coordinator | Stephen Silver Fine Jewelry 2023 - present

- Create original design work for a wide range of graphics and digital media (banners, landing pages, newsletters, event invites, billboards, posters, etc.).
- Capture, edit, and categorize product imagery.
- Organize and manage detailed libraries of all digital assets.
- Ensure overall health of company website using SEO guideline standards.
- Implement and optimize performance of monthly Facebook ads.
- Coordinate with external agencies and vendors to ensure high quality design and brand alignment across all deliverables.

### Consultant | Bay Area Dental Office, Little Explorers Adventures, (ACS)

### Applied Contract Sourcing, Evergreen Park Association 2020 - present

- Led redesign of visual identity including branding, logo design, website design & development, illustrations, icons, and printable assets.
- Top-to-bottom redesign and development of websites using HTML/CSS and implementation of the new brand identity.
- Designed digital marketing assets on Facebook and Instagram to raise brand awareness and maintain a unified brand image.
- Created promotional marketing materials such as business cards, flyers, banners, posters, and custom business documents.
- Employed design fundamentals specific to each project when selecting typography, composition, layout, and color.
- Enhanced online visibility by optimizing Google Ads keywords and improving website meta descriptions.

### Head Swim Coach | YMCA, JCC 2016 - 2022

- Structured and facilitated daily workout schedules.
- Instructed new coaches in course curriculum, workout structure, teaching techniques, and emergency scenarios.
- Coached and mentored over 100+ students ages 6-15 yrs on technique and preparations for competitions.