

# Chris McPherson

Senior Graphic Designer & Art Director

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## PROFESSIONAL SUMMARY

Accomplished in creative direction and campaign design, with expertise in brand development and print & digital production. Adept at managing projects from concept to execution, ensuring cohesive branding and marketing collateral. Seeking to leverage skills as a Senior Graphic Designer & Art Director to drive innovative visual strategies and enhance brand identity.

## SKILLS

- Creative Direction
- Campaign Design
- Art Direction
- Environmental & Store Graphics
- Website Assets
- Typography & Layout
- Template Systems
- Adobe Illustrator
- Brand Development
- Print & Digital Production
- Marketing Collateral
- Social Media Design
- Logo Design
- Production Design
- Adobe Photoshop
- Adobe InDesign

## EXPERIENCE

### FREELANCER — McPherson Designs

Chandler, AZ, February 2014 - Present

### SENIOR GRAPHIC DESIGNER / CREATIVE LEAD — RideNow Powersports

Chandler, Arizona, April 2014 - April 2026

- Led creative direction for national and dealership-level marketing campaigns across multiple RideNow Powersports, Harley-Davidson, Indian Motorcycle locations, producing cohesive branding across print, digital, social media, and in-store advertising.
- Produced high-quality visual assets for dealership websites, social media campaigns, digital advertising, print marketing, financing promotions, and service department initiatives.
- Directed projects through the full design lifecycle from concept development and branding strategy to final print production and digital delivery.
- Designed logos, branded apparel, promotional graphics, signage, environmental graphics, and store interior visuals to support dealership branding and customer engagement.
- Maintained consistent brand standards across multiple dealership locations and manufacturer guidelines while adapting campaigns for local market needs.
- Created production-ready layouts and marketing collateral using Adobe Photoshop, Illustrator, and InDesign for both print and digital platforms.
- Developed reusable design templates and organized creative asset systems that improved production efficiency and campaign consistency.

- Collaborated with marketing teams, management, printers, and vendors to deliver campaigns within tight deadlines and fast-paced production schedules.
- Produced marketing materials for seasonal promotions, financing campaigns, new inventory launches, dealership events, and service department advertising.
- Managed multiple concurrent projects while maintaining strong attention to detail, creative quality, and deadline accuracy.

## EDUCATION

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### **BACHELOR OF ARTS (B.A.) IN GRAPHIC AND VISUAL ARTS**

— **Collins College**

Phoenix

- Awarded best portfolio at Graduation

### **ASSOCIATE IN ARTS AND ILLUSTRATION IN GRAPHIC DESIGN AND ILLUSTRATION**

— **Chandler Gilbert Community College**

Chandler

## REFERENCES

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### **Brian Shirley — RideNow Powersports**

Director Of Parts And Accessories • *Friend*

**Phone Number**(602) 513-1314

**Email** bshirley@ridenow.com

### **Mike Pfab — Adventure Lifestyle**

Marketing Director • *Friend*

**Phone Number**(928) 266-9365

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