

Chris McPherson

Senior Graphic Designer & Art Director

Phone (480) 434-3900

Email cmcphersondesign@gmail.com

Address Phoenix, AZ 85226

Website www.mcpersondesigns.com

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

SERVICE TECHNICIAN — Valvoline, Suzuki, Honda

Phoenix, AZ, January 2005 - February 2012

FREELANCER — McPherson Designs

Chandler, AZ, February 2014 - Present

SENIOR GRAPHIC DESIGNER / CREATIVE LEAD — RideNow Powersports

Chandler, Arizona, April 2014 - April 2026

- Lead 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 to maximize traffic 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

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

— Chandler Gilbert Community College

Chandler

REFERENCES

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

Email mpfab@adventurelifestyle.com