

Visual Narrative Architect: A Professional Journey

My career has been defined by a single mission: to transform complexity into clarity. For over 30 years, I have dedicated myself to bridging the gap between information and understanding, turning abstract ideas into compelling, actionable stories for Fortune 500 clients.

This resume is not just a document; it's a demonstration. It's a journey through challenges and triumphs that have made me a recognized problem solver and an award-winning designer.

Turn the page to see how my expertise has a track record of winning multi-million dollar contracts, slashing production budgets, and resurrecting a business from the brink of collapse.





My Origin Story: From Chaos to Clarity.

My journey as a visual designer began not in an art studio, but in a chaotic data center at HP. I was a supervisor in a high-stress, labor-intensive environment where dozens of computers and monitors had to be managed manually. I saw the problem not as a lack of manpower, but as a flaw in design.

Fueled by a conversation with a programmer about some new innovations in Unix, I devised a bold solution: one that could theoretically run every computer in the world on a single display.

This seemingly impossible idea was the genesis of my new career path. I was put on a task force of like-minded individuals to devise a single solution, and we traveled the world to promote it. Ultimately, our work led to a colossal project to consolidate all HP data centers and the elimination of over **90% of their operational overhead.**

The success of this project was a turning point. As other managers began asking me to design their presentations, I realized my future was in visual communication. This was the moment I quit HP to go back to school, setting the course for the rest of my career.



The Challenge: The Integration Showdown

At Corral West Ranchwear, a national retail chain specializing in Western wear, I was tasked with a unique challenge. The company had recently purchased a traditional direct mail catalog operation that was still being produced using an analog, film-based process. My mission was to take the entire workflow—from film-based photography and manual “paste up” print preparation—to a totally digital process that would integrate into the legacy warehouse inventory system. All while maintaining a strict quarterly catalog publication schedule. It was a high-stakes showdown, pitting the traditional analog world against the digital future.



The Corral West Triumph: A Productive Partnership

50%

Reduction in Production Time

By streamlining the workflow and eliminating redundant processes

40%

Reduction in Budget

Through digital efficiencies and optimized resource allocation

100%

Digital Integration

Complete transformation from analog to digital workflow

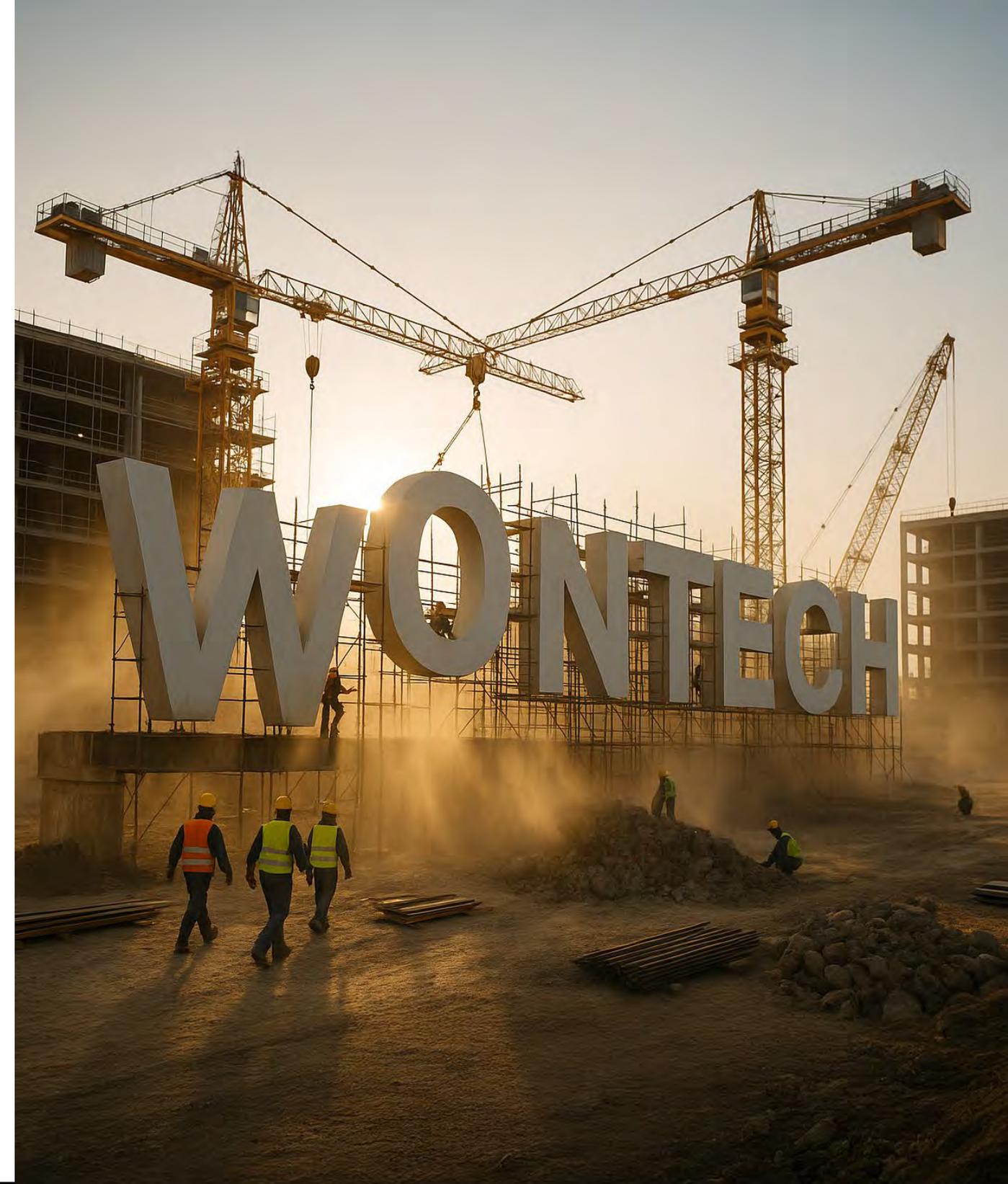
I successfully overhauled the entire design workflow, convincing vendors to go digital themselves, and in doing so, I cut production time by **50%** and the production budget by **40%**. The ultimate triumph was not just digitizing a process;

it was creating a seamless and profitable partnership between the old and the new. I also launched a revolutionary e-commerce website tied into their legacy inventory system, a concept that was ahead of its time.

The Brand Builder: Building from the Ground Up

At Wontech, my next major challenge was to build a brand from scratch as the second employee in the company. The visual identity was in disarray, with products having individual designs and marketing materials sourced from overseas. My mission was to take every visual asset and unify the entire U.S. presence into a single, cohesive brand image. I was tasked with not only design, but strategic thinking and immense coordination to bring this vision to life.

I successfully **coalesced the USA brand around one image style**, creating professional assets for advertising, tradeshow, and sales collateral. The triumph was in the clarity and professionalism I brought to the company, making its growth a powerful visual story.





The Challenge: Resurrecting a Business on the Brink

A Dire Situation:

- Equipment breaking down
- Service contracts lapsed
- Staff departures
- Business on the brink of collapse

My next role was at an AlphaGraphics franchise in New Jersey that was, unbeknownst to me at the time, a dying business. Equipment was breaking down and service contracts had lapsed. Within two months, I was the only employee. My mission was no longer just to design, but to resurrect a business on the brink of collapse.



The Triumph: The Indispensable Professional

Through tireless resourcefulness—using Google to find technical documentation and cannibalizing equipment—I kept the operation going for four more months. My perseverance saved the business long enough for the owner to sell it to another franchise, and I was offered a position at the new location.

My work didn't just maintain the business; it resurrected it, demonstrating an unparalleled level of perseverance and a deep understanding of production.

The Challenge: Serenity in a High-Stakes Environment

At EMCOR, my role was a unique challenge in that I had to create high-stakes design solutions with little feedback as to their usefulness or productivity. It was an environment that demanded a quiet, assumed excellence from a "Presentation and Design Specialist," and my performance consistently exceeded expectations, which were often set lower than my actual output. I was the "expert in the corner," creating calm in the storm.





The Triumph: The High-Impact, Low-Drama Professional

My work was consistently productive, and I had to assume it was useful based on my manager's satisfaction and the results we were achieving. Generally, given days to complete a task, I would turn it around in hours. On the rare occasion that a same-day deliverable was needed, I never disappointed. The ultimate triumph was knowing that the presentations the team and I created landed contracts worth millions of dollars.



Strategic Design:

Beyond aesthetics, I create purposeful design solutions. My work with Fortune 500 clients demonstrates an ability to convert complex data into clear, persuasive visual strategies.



Project Leadership

My leadership skills shine in a variety of roles. From coordinating community-driven projects to helping build a company from the ground up, I have a track record of inspiring teams to achieve a shared vision.



Digital Production

Concepts are seamlessly translated for a digital-first world. From pioneering an e-commerce website in the year 2000 to creating motion graphics with AI, I am a professional who is always adapting.



Visual Storytelling

Stories are brought to life through imagery and narrative. As a Visual Narrative Architect, I create memorable visual experiences that transform ideas into action.



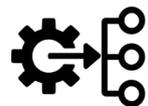
Problem-Solving

I thrive on solving impossible problems with creative solutions. My work at H-P, where I helped eliminate 90% of operational overhead, is a testament to my ability to see a solution where others only see chaos.



Technical Communication

My expertise lies in translating technical information into compelling visuals that help clients understand and utilize complex systems. My work has earned awards from the Society of Technical Communications.



Process Optimization

I am an expert at streamlining production to increase efficiency and reduce costs. A workflow overhaul at Corral West cut production time by 50% and production budget by 40%.



Resourcefulness

Unparalleled performance under pressure is my strength. At AlphaGraphics, I saved a dying business for four months by cannibalizing equipment and using my deep technical knowledge to keep the operation running.



Client & Team Coordination

My career is built on a foundation of collaboration. Earning a 98% client satisfaction rate on Upwork, I build strong, positive relationships that are a hallmark of my professionalism.



Workflow Management

Structured workflows are a hallmark of my work, ensuring consistency and quality. My expertise allows me to organize complex projects and teams to meet tight deadlines without compromising creative output



Print Production

A foundational expertise in print and prepress is essential to my work. My mastery of typography, layout, and production ensures flawless output for any printed material.



B2B Strategy

I leverage a strategic B2B perspective, honed with Fortune 500 clients, to create designs that drive sales and improve business outcomes.

My Professional Ethos:

- **Problem Solver**

I am focused on solutions, not ego. My career is a track record of identifying and overcoming complex challenges, from technical obstacles to strategic brand issues.

- **Efficiency Expert**

I am a professional who delivers with a "low-drama" approach. My track record shows dramatic improvements in productivity and cost reduction through thoughtful process redesign.

- **Collaborative Partner**

I thrive on building strong relationships and consistently deliver exceptional work that exceeds expectations. My focus is on the team's success, not individual credit.

- **Versatile Contributor**

My diverse experience enables me to add value across multiple disciplines, from hands-on design to strategic planning. I am dedicated to contributing wherever I am needed.

What People Have Said...

CT is a brilliant designer who is creative and always looking for ways to capture client attention or solve a problem. If you are building a successful team or adding to one, I believe CT would be a great addition.

— KMBS Regional Manager

Said one of the managers advocating for the KMBS award I received for salvaging several high-dollar contracts.

Our environment was quite hectic and stressful with continuously changing priorities and tight deadlines, so I greatly appreciated his attitude to work towards customers' deadlines and always looking for a solution, even when that meant individual research and effort outside of his previous training or regular work hours.

— Former Manager, AlphaGraphics

My efforts kept his flailing business afloat.

If I was a business owner going to war for my company, the one person I'd want at my back is CT.

— Former Manager, Corral West

This was said after I achieved a 50% reduction in production time and 40% reduction in budget .

We can really do that? Outstanding!

— Former Sr. Manager, Hewlett-Packard

The reaction to my idea to reduced data center overhead by 90%.

CT started our town newspaper, coordinated all of the graphics, photos, advertisements and story layouts. Additionally, CT brought an opt in business/ phone directory to our town and kindly donated profits back to our town's youth.

— Elementary School Paraprofessional

My work provided thousands of dollars to boost to Wellington schools and youth programs.

CT's wide skillset is extremely valuable to me: He can do graphic design for both print and web and his digital photo processing/editing can't be beat. I intend to continue working with CT whenever he's available and I heartily recommend him to anyone who is considering hiring him!"

— Former Freelance Client

I have maintained a 98% client satisfaction rate in my freelance work .

What truly sets CT apart is his commitment to excellence and his outstanding collaborative approach.

— Former Manager, EMCOR

My work helped our team land contracts worth millions of dollars.

During the time CT was our Graphic Artist, he was able to skillfully create the Phillips of Maryland brand into exciting and informative advertisements.

— Sales Manager, Phillips

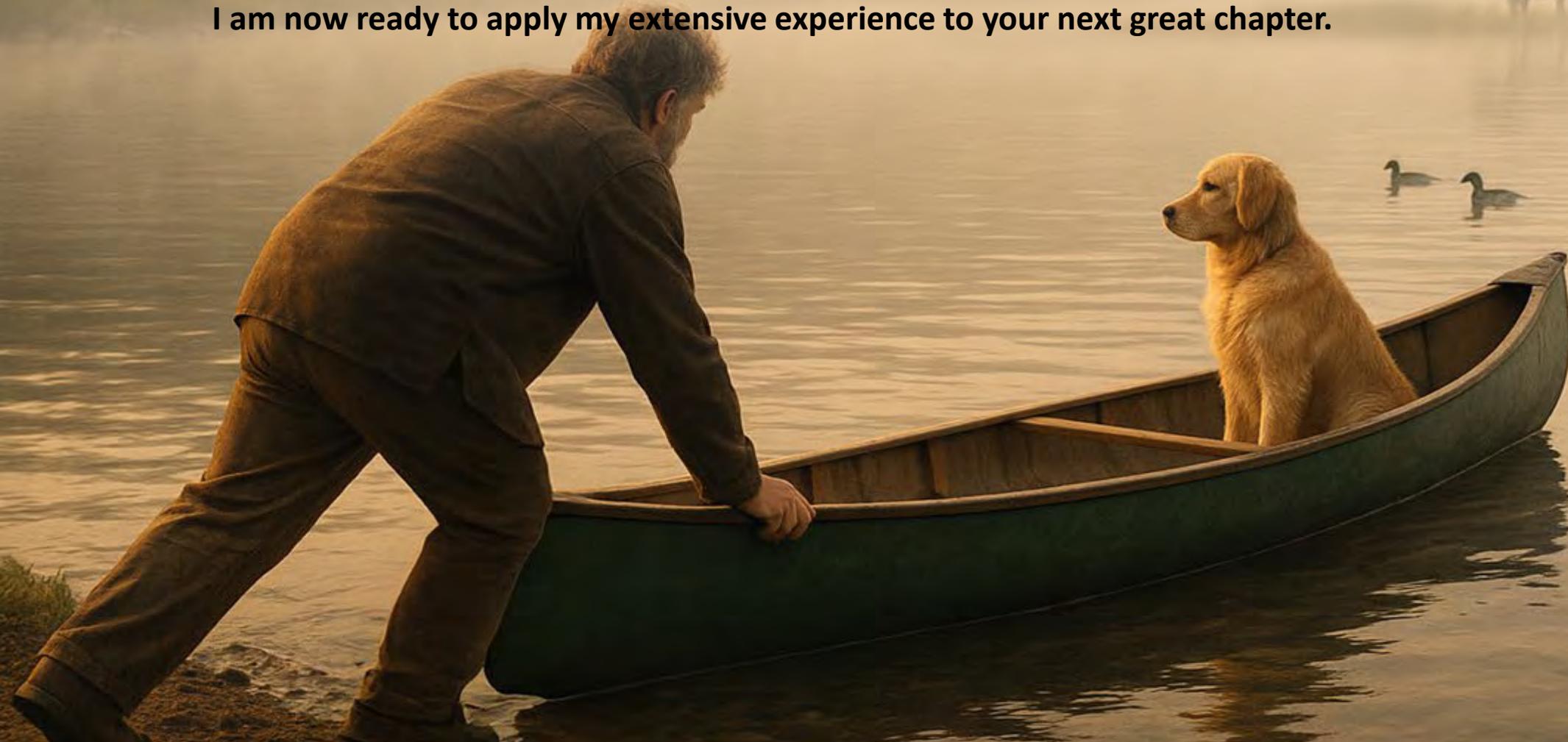
A Phillips salesperson told me my collateral was responsible for a 20% improvement in sales.

Ready for the Next Voyage.

My journey has taken me through a series of high-impact roles, each one reinforcing my ability to solve problems with creativity and expertise.

Just as a voyageur navigates a new expedition, I am driven to propel a new project forward, seeking to make a powerful and measurable difference.

I am now ready to apply my extensive experience to your next great chapter.



Let's Make a Connection

I help brands connect with their audience through effective communication and design. I am a versatile professional with experience in print, digital, and social media.

I am eager to learn more about your team and how my expertise can help you achieve your vision.

Thank you for your time.

Contact Information

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