

Chris Garland

(760) 238-8618

74401 Hovley Lane East #621 Palm Desert, California 92260

chris@xenodesign.com

CREATIVE DIRECTOR • ART DIRECTOR • DESIGNER • BUSINESS OWNER

PROFILE

AWARD-WINNING CREATIVE – a wealth of experience in print graphics, electronic media and digital design. Developed brand identities for new businesses, redesigned brands of existing businesses and created all facets of marketing design from logos through annual reports. Served clients in advertising, fashion, health & beauty, government, tourism, music & entertainment, professional services, manufacturing, publishing & broadcast, restaurants & retail.

“There is always an energy and a freedom of movement that inspires Garland’s creativity.”

IDEA MAGAZINE, JAPAN 40TH ANNIVERSARY ISSUE

“Over the past few years I have engaged Xeno Design [Chris Garland] to participate in several projects. Their responsiveness, creativity, understanding of requirements and commitment to providing quality products and services has assisted me in developing key collaterals to support a wide array of marketing initiatives.”

PAUL BRISTOW, NATIONAL OPERATIONS MANAGER, XEROX CORPORATION

“wow. I am blown away (whoosh!) love love love it!!!!” [her new website]

LISA NEMZO, ARTIST & CLIENT

MANAGEMENT – over twenty years experience as a business owner and manager. Chris is efficient at day-to-day operations as well as long range planning. He has the highest regard for networking and collaboration. He is self-motivated, client oriented and a great team leader.

CAREER

XENO DESIGN, CHICAGO AND LOS ANGELES

Partner/Creative Director

1981 – PRESENT

www.xenodesign.com

Business partner in a full-service marketing design firm providing expertise in graphic design, advertising, multimedia/Internet communications and public relations. Since 1981, Xeno has provided successful marketing design solutions to businesses across the U.S. and world-wide. Industries served: advertising agencies to fashion/health and beauty, government, music and entertainment, professional services and manufacturing, publishing and broadcast media. [CLIENT LIST ONLINE](#)

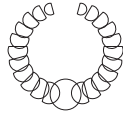
“This [campaign by Xeno Design] has been the most cost-effective direct mail promotion we’ve ever done. Sales are up 900% on certain items.”

BOB GEISHEKER, NATIONAL RETAIL MARKETING MANAGER
INFANTS AND CHILDREN’S WEAR, SEARS

“I just wanted to drop you a line telling you that your website is very informative. All 4 of my brothers live in other countries and I told them all to take the tour online and I truly feel they will be impressed also and will feel I made the right choice.”

LINDA DAVIS, NEW CLIENT [2004] of Integrated Care Communities -
Xeno has been agency of record for Integrated Care since 1999

CONTINUED



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CREATIVE DIRECTOR • ART DIRECTOR • DESIGNER • BUSINESS OWNER

Personal responsibilities include:

- Corporate financial planning
- New business development
- Proposal writing including cost estimates and project scheduling
- Management of creative concepts and client presentations
- Art direction, production and supervision of writers, illustrators, photographers and printers
- Account management
- Public relations promoting the office and its clients
- Proficient with the Macintosh computer using page layout, drawing, photo, website design, and business software

EARTH MOTHERS CAFE, CHICAGO*Partner/Designer and Co-Manager***JANUARY 2003 – JULY 2004**Website archived at www.xenodesign.com

Brand designer, interior designer and business partner of “Chicago’s freshest organic cafe and juice bar.” Earth Mothers pledged “healthy home style cuisine using the finest organic ingredients” and built its reputation on an exceptional menu. From 2003 until closing in July ’04, the cafe became many people’s favorite place to get a meal, including Chicago’s Mayor Daley.

Earth Mothers was news. We were reviewed in all major local newspapers, magazines and community websites. More information online at <http://www.xenodesign.com>

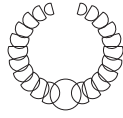
- Responsible for design direction, brand image, communications, interior design and packaging
- Managed front-of-the-house operations on a day-to-day basis and supervised dining room staff
- Co-Owner of the business

CITY MAGAZINE, CHICAGO*Art Director***1981 – 1982**

Organized, funded, designed and produced a general interest Chicago lifestyle magazine. Target market: 18-35 year-olds. Circulation: 10,000 per issue. Sold 80% of run off the newsstand.

PLAYBOY ENTERPRISES, CHICAGO*Art Director***1978 – 1981**

- Responsible for the company’s 25th Anniversary print advertising promotions, corporate graphics and 1978 and 1979 annual reports
- Managing Art Director, Playboy Guide/Electronic Entertainment magazine, 1980
- Art Director, Oui magazine business-to-business sales promotions and trade advertising



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CREATIVE DIRECTOR • ART DIRECTOR • DESIGNER • BUSINESS OWNER**SELECTED AWARDS AND HONORS****DESIGNNET, XEROX CORPORATION****1995 - 1999***Member, by invitation*

DesignNET was an international organization of 20 independent design firms providing creative services to Xerox Corporation and its customers.

THE ART DIRECTORS CLUB OF LOS ANGELES**1990 - 1993***Vice President**Competition Judge for AMERICAN PHOTOGRAPHY II, NEW YORK***CARDIGAN AWARDS SPONSORED BY HOPPER PAPER COMPANY, ATLANTA**

Numerous speaking engagements and awards from every major design competition in America. Details online at xenodesign.com Go to Introduction > click on Addendum

EDUCATION

Recognition of Entrepreneurial Accomplishment
from University of Southern California's Business Expansion Network

1998 - 1999*Bachelor of Science Degree in Visual Design***1971 - 1975**

GRADUATED MAGNA CUM LAUDE

Institute of Design

Illinois Institute of Technology, Chicago

Industrial Engineering student

1969 - 1971

Northeastern University, Boston