



# CHRIS COVINGTON

ART DIRECTOR | DESIGNER

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## EDUCATION:

**Creative Circus Portfolio School**  
Art direction, 2002  
Atlanta, GA

**Western Kentucky University**  
Bachelor of Arts, 2000  
Bowling Green, KY

## SKILLS:

Indesign / Photoshop / Illustrator /  
Wordpress / Sketch / Adobe XD /  
Figma / Basic Knowledge of HTML  
and CSS.

## EXPERIENCE:

### **Senior Art Director – Vimarco** - March 2021 – August 2024

Led direction on several key accounts including 20/twenty Strategic Consultants, Aura PMF, Smoketown Family Wellness Center, Gallopalooza, BrightHouse Abuse Center, and Wiseman Coffee. I also helped support the team with other clients such as Kentucky Derby Festival, AAM, and Anthem.

### **Art Director – Trilogy Health Services** - August 2017 – May 2020

Collaborated with the team on both the design and the development of Trilogy's corporate rebrand, Trilogy's 2019 advertising campaign, and daily marketing materials for all 100 locations. Other projects include the development of their beer brewing program and food truck branding initiatives.

### **Art Director / Designer – Freelance** - October 2015 – August 2017

**Agencies include** - Red7e (GoSoIn.com, KYWine, Kentucky Farm Bureau), Vimarco (KY Derby Festival, Thunder over Louisville, AAM), Big Game Brands (Maui Chow), and Copy&ArtNY (pharmaceutical clients).

### **Creative Developer – Humana** - February 2012 – October 2015

Developed print campaigns, collateral and corporate material. Worked with clients in multiple lines of business to critically think through their needs and deliver creative executions to best convey their message.

### **Art Director / Designer – Freelance** - September 2008 – February 2012

**Agencies include** - Creative Alliance (PowerScoppechio), Red Giant Design  
Projects range from print, web development, brand identity and direct mail campaigns.

### **Graphic Artist – Doe Anderson** - February 2007 – September 2008

Clients include: Central Bank, Norton Health Care, Healing Place, Makers Mark, Knob Creek, Basil Hayden, Cabbage Patch, and Laphroaig whisky.

### **Art Director / Designer - Commercial Monthly** - Atlanta, GA - February 2004 – September 2007

A publication that showcases commercial and industrial real estate. Produced everything including the magazine layout and design, logo, website, business cards, letterhead, and direct mail campaigns.

### **Art Director - Campbell-Ewald** - Southfield, MI - February 2003 – September 2004

Responsible for the conception and production of the retail advertising for the Chevrolet brand, which includes both print and broadcast.



[www.ChrisCovington.com](http://www.ChrisCovington.com)



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