

# Chris Potter

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Portfolio: [www.ChrisPotterStudio.com](http://www.ChrisPotterStudio.com)

## SUMMARY OF QUALIFICATIONS

I am an innovative advertising expert who lives for cutting-edge visuals. Coupled with my professional writing, photography and web experience, I am a solid resource for any team.

## CAREER TRACK

### Chris Potter Studio

Santa Monica, CA May 2018 – Current

#### *Production Artist*

- Film production roles: independent music composition / poster design / screenplay editing
- **Designed HTML5 microsite for CA State Council of Society for HR Management**
- Shot / edited promo spot for City of Los Angeles

### CoStar Group

Santa Monica, CA April 2017 – May 2018

#### *Researcher*

- Researched and edited best photos to showcase properties on real estate websites
- Created mock-ups for signage to increase traffic on Apartments.com
- Advised on UX / UI for both internal systems and external signage

### Realtor.com

Westlake Village, CA 2007 – October 2016

#### *Visual Designer*

- Made decisions by determining most effective approaches while considering allocated budgets
- Designed HTML5 animated content for clients such as Quicken Loans, Penske and P&G
- **Facilitated visual design for corporate accounts (Sherwin-Williams, ADT and Pergo)**
- Photographed assets for use in national campaigns

### Realtor.com

Westlake Village, CA November 2002 – 2007

#### *Production Artist*

- Created quarterly agenda posters, animated focal points and materials for marketing emails
- Implemented macros with Photoshop Actions to batch-process hundreds of photos daily
- Responsibilities included editing, retouching, color-correction and archival of images
- Designed online marketing and print materials from concept to completion
- **Traveled to Arizona facility to train Scottsdale Imaging Team**

## Santa Barbara News-Press

Santa Barbara, CA October 2001 - October 2002

### Graphics Paginator

- **Spearheaded digital implementation of special section** (previously laid out manually)
- Contributed written content (published September 12, 2001)
- Laid out various newspaper sections
- Updated NewsPress.com nightly

## TECHNICAL SKILLS

- *Graphics Programs:*  
Photoshop, Lightroom, Indesign, Figma
- *Other Programs:*  
Microsoft Office Suite, FinalDraft, Logic Pro Audio, DaVinci Resolve
- *Photography Gear:*  
Canon EOS 5D Mark II, 580EXII Speedlites, Manfrotto 475B

## AFFILIATIONS, ACCOMPLISHMENTS AND CREDENTIALS

Member of American Society of Composers, Authors and Publishers (ASCAP)

NFL Field Photographer (credentials through the San Diego Union-Tribune)

Created dubs of Oscar-nominated scores at Hans Zimmer's music studio

### **Original music featured and credited in #1 Universal Pictures film**

Created promotional cover art for Hans Zimmer score soundtrack

Assisted MTV Art Department on to-be-released television show

Sustaining Member of American Institute of Graphic Arts (AIGA)

Assisted Art Director on Warner Brothers film (Aircraft Adviser)

Personal recognition on Pirates of the Caribbean soundtrack

Photography featured in LATimes.com (Photo of the Day)