

# chris segedy

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## Work Experience

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Condé Nast – Senior Designer, 2007-present. Create layouts, develop concepts and graphic treatments for *Details* magazine. Assist in photo editing and art direction. Responsibilities include designing for the front of the book sections as well as features. New York City

Coty – Designer, 2006-2007. Developed branding for Calvin Klein fragrances. Designed packaging, gift sets and gifts with purchase for ck one line. Designed packaging, advertising, collateral and point of sales material for ckIN2U fragrance launch. New York City

L'Oréal – Designer, 2003-2006. Designed advertising, packaging, look-books and collateral for Redken styling, haircare and haircolor lines. Developed preliminary concepts and layouts for photo shoots and directed model retouching. Created new standards for advertising and corporate branding. Branded 2006 styling product relaunch. Branded Urban Experiment product launch. New York City

Giovanni Bianco Studio – Designer, 2002-2003. Designed catalogs and advertising campaigns for Dsquared, D&G, 'S Max Mara, Energy, Penny Black and Plein Sud. Assisted in art direction for editorials in *Vogue L'Uomo*, and *W* magazine. New York City

Illustrator for *New York Times* and *Shout ny* magazine, 2002

American Greetings – Designer 2001. Designed packaging and party goods. Cleveland, OH

Central Intelligence Agency – Intern, 1999-2000. Designed posters, publications and information graphics. Langley, VA

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## Education

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St. John's University – Adjunct Illustration instructor, 2004. New York City

MFA in Illustration. School of Visual Arts, 2003. New York City

BFA in Graphic Design. The University of Akron, 2001. Akron, OH

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## Publication and Awards

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*Rebrand 100* winner, 2005

*Print* Regional Design Annual, 2003

*Communication Arts* Design Annual, 2003

Young Talent Show at Washington Art Association Gallery, 2003. Washington, CT

Painting exhibition at Visual Arts Gallery Soho, 2003. New York City

*Turning the Page* book exhibition at AIGA Gallery, 2002. New York City

Chosen for *American Illustration* 21, 2002

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## Skills

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Proficient in Quark XPress, Illustrator, Photoshop, InDesign, Dreamweaver and Flash