



FORENSIC GRAPHIC DEVELOPMENT

OVERVIEW

Christopher Pavlik, BA

Graphic Designer/Artist/Creative Director - Digital, Web, and Print Media

Suite 403, 225–11th Avenue SE, Calgary, Alberta, Canada T2G 0G3

Phone **+1 403 454 3497**

E-mail **cpavlik@forcetendesign.com**

Site **www.forcetendesign.com**

Since 1998, Christopher Pavlik (a.k.a. “Pav”) has operated as an independent creative concept development resource in Calgary’s graphic design community. His consultancy, Force Ten Design (“Force Ten”), has since gone on to provide creative services to a broad spectrum of companies ranging in size from local small businesses and proprietorships to internationally-recognized firms and organizations both profit and non-profit across a wide service spectrum (e.g., academic, healthcare, energy, and information technology.) A self-taught practitioner, Christopher strives to bring a characteristically dramatic, dimensional, and surreal (yet plausible) aesthetic to most everything he creates—whatever the subject matter—the origins of which can be traced back to his receipt of a coffee table book about album covers given to him when he was 10 years-old.

Christopher’s chief passion lies in helping clients re-imagine their messages with crisp, dramatic, and emotive works in the spirit of renowned graphic artists such as Hugh Syme and Storm Thorgerson. As such, he leans toward the creation of enigmatic and, some might say, “unorthodox” designs concepts and notions that simultaneously intrigue, challenge, and appease the mission and imagination of his clients (and their audiences) while elevating the client's own image and message above that of their competitors. To this end, patrons are furnished with ideas that are as unique, intriguing, customer-retentive, and distinct as they (and their offerings) are with uncommon vision, flair, agility, and freedom.

Matters of creativity aside, Christopher is a vocal, tenacious, ethical, resourceful, and charismatic specialist who is not afraid to ask questions and/or openly declare any professional limitations/concerns that might jeopardize the integrity or deliverability of any project for which his input is sought. He believes in exploring every corner of an idea, no matter how dimly lit, and that enduring designs demand an appreciation of not just *what* it is they sell, but *how* they sell it (a personal philosophy he refers to as the “art behind the art.”)

An extended portfolio of his works (complete with titles and annotations) may be viewed on his website at **www.forcetendesign.com**.



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RÉSUMÉ

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consultant profile

Digital artist specializing in strategic concept development, creative direction, graphic design, layout, and production management:

- Rich working knowledge of various graphic design applications
- Imaginative, industrious, and dedicated player in both team and solo environments
- Strong organizational and communication skills
- Able to fulfil client-driven strategic and tactical roles
- Outgoing, receptive, and responsive

professional expertise

- Computer-based graphic design, digital illustration, and layout for web, print, and presentations
- Strategic and tactical concept development
- Creative/art direction
- Project and production timeline estimation/coordination/cost management with internal teams and/or external vendors

project experience

- Corporate identity concept development and design
- Presentation creation, layout, and animation
- Brochure and newsletter design, copy writing, and editing
- Website site prototype design and assembly
- Advertisement concept development and layout
- Editorial artwork



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RÉSUMÉ
(continued)

application knowledge

- Microsoft Office (Excel, Word, PowerPoint)
- Adobe Photoshop and Illustrator
- CorelDRAW! and Photo Paint
- Microsoft Expression Web, WordPress, and Adobe Dreamweaver
- Adobe Flash Professional CS5
- NationBuilder and Squarespace site constructors/CMS

work experience

Force Ten Design: 1998 to Present

Owner and creative director with experience in digital illustration, presentation development, branding/logo creation, and website construction/maintenance.

Westcoast Energy: 1997 to 1998

Retained as a senior contract graphic designer responsible for the design, development, and production coordination of newsletters, printed training materials, and training presentations.

Natural Gas Exchange Inc: 1994 to 1997

Responsible for the development and production of product and statistical data brochures, PowerPoint presentations, product branding, training, and software marketing and support.

academic background

Obtained a BA in Psychology from Athabasca University in 2011 *cum laude* with an overall GPA of 3.82 with ancillary emphases on sociology, communications, and biology.

professional references

Available upon request.