

CHRIS MCLEAN

CREATIVE SERVICES - INTRO

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WHO AM I?

As a Director of Creative Services & Team Leader with over 20 years experience in the Retail Industry, I have created eye-catching display concepts, booth designs, award winning packaging designs and branding initiatives. With my unique flavor, I help clients figure out how to visually express their desired message. My energy, drive and creativity fuel the desire to develop cutting-edge designs. I have successfully lead design teams remotely with no impact on workflow, deadlines, quality or performance.

I have worked with all the largest retailers in Canada and the USA (Walmart / Costco / Lowes / Home Depot / Target / Canadian Tire / and so forth) and I am very familiar with their packaging and merchandising needs as well as their online portals.

With excellent organization, leadership and communication skills, I am capable of managing major projects and multiple priorities simultaneously. My strong cross collaboration style of working with multiple departments including marketing, product management, and sales along with my proven ability to complete projects and assignments from concept to completion with meticulous detail will be a significant asset for your organization.

WHAT CAN I DO FOR YOU?

- Packaging
- Instruction manuals
- Merchandising
- Maximize pallet configurations
- Planogram layouts and supporting marketing collateral
- Create 3D renderings for customer presentations
- Booth designs with product layouts
- Physical mockups
- Print services

NEXT STEPS?

I would enjoy talking to you in person to discuss in more detail how my qualifications can fulfill your needs. Please contact me via phone or e-mail to arrange a mutually fitting date and time for us to meet.

Thank you in advance for your time and consideration, I look forward to talking to you soon.