

Chance M Higgins

Art director with marketing agency and in-house experience

Who I Am

My areas of focus include art direction and graphic design with an emphasis on visually strong, creatively efficient, and deceptively simple solutions. I have a wide skill set and a passion to create, discover, and learn. I currently live in Salt Lake City, Utah with my partner and our dog and if we aren't in the garden we're probably at my grandpa's salvage yard.

My Skill Set

Graphic design—including a deep knowledge of the Adobe suite, typography, color theory, asset management, print design, web design + UX/UI best practices.

Art Direction— marketing campaign direction, client interfacing, branding, identity + voice and tone guidance, resource allocation, budgeting, bidding, scoping, proposals, creative team management, and video production.

My Track Record

In **Seattle** I worked freelance for places like Urban Outfitters and for musicians creating everything from websites to apparel to album layouts and more.

In **Los Angeles** I was hired by American Apparel to drive their strong global brand vision through environmental graphic design experimentation and the creation of new style guide templates for locations world wide—followed by a successful tenure with Brendan Ravenhill Studio where I developed and enacted brand standards and helped drive the creative for a website redesign to finally reflect the high-end and clean design of the product.

In **Salt Lake City** I have art directed a team of designers and developers at Epic Marketing, overseeing branding and production for their biggest clients and helping the agency have two of their best years back to back all while leveling up the creative and output.

My most recent role was to oversee all creative output for The Hooligans Agency to ensure quality and brand consistency for each client. I directed a team of freelance designers and editors and set the look and feel for campaigns including video, print, and web.

Contact Info

Portfolio www.horseribs.com
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My Work History

The Hooligans Agency	Art Director	Jun 2020—Oct 2020
Epic Marketing	Art Director	Apr 2018—Jun 2020
Brendan Ravenhill Studio	Pre Production Director	Jun 2015—Mar 2017
Cordoba Music Group	Graphic Designer	Apr 2015—Sep 2015
American Apparel	Graphic Designer	Sep 2014—Apr 2015

My Education

University of Washington Seattle
Bachelor of Arts—Interdisciplinary Visual Arts
Boeing Scholarship Recipient
Global Opportunities Scholarship Recipient
Phi Sigma Theta National Honor Society
Dean's List
Art History Semester Abroad Program in **Prague CZ**

Thanks.