

Chad Upham

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EDUCATION

MBA Sustainable Management, June 2007
Presidio School of Management,
San Francisco, CA

BFA Graphic Design, August 2002
Art Center College of Design,
Pasadena, CA

TOOLS

Expert-level skills in Adobe CS4, MS Office.
Proficiency in HTML, CSS, photography.
Spanish language speaking, writing and reading.

TEACHING

Color Theory and Application,
Instructor, Fall 2005, Summer 2006
Corcoran College of Art and Design,
Washington, DC

AFFILIATIONS

USGBC LEED Accredited Professional
Member, Net Impact
Member, American Institute of Graphic Arts
Member, Society for Environmental Graphic Design

EXPERIENCE

Freelance design projects
8/06–present

Build dynamic, successful brands for clients in diverse fields.
Clients include: Microsoft (production of all print and outdoor advertising for launch of Windows Vista in February 2007, Agency: McCann Erickson), Presidio School of Management (design of all marketing communications since October 2006), UCSF Center for the Health Professions, Natural Logic, Covive, Indian Health Center of Santa Clara Valley, Cytokinetics, and Greenbox Technology.

EDAW, Alexandria, VA
Designer of Visual Communication
1/04–7/06

Establish and promote design tools and processes to ensure clarity, consistency, and efficiency in presentation products and documents produced by multiple members of project teams.
Clients include: George Washington's Mount Vernon Estate, VA; FEMA; Schuylkill River Development Corporation, Philadelphia, PA; Tampa Riverwalk, City of Tampa, FL; Texas Parks and Wildlife, TX; National Capital Planning Commission, Washington, DC.

Meléndrez Design Partners, Los Angeles, CA
Presentation Graphic Artist
2/03–1/04

Collaborated with landscape architects and urban planners to prepare presentation boards for client meetings and public workshops. Designed documentation materials for the Griffith Park Master Plan including text formatting styles, site analysis maps, announcements and project research handouts.

The California State University, Long Beach, CA
Brand Identity Design Consultant
3/03–7/03

Invented new identity elements to unify diverse campus identities of the Cal State system, reasserting and strengthening the overall brand. Applied these elements to customizable print and web templates, incorporating typographic and photographic styles. Developed a Brand Application Formula to guide designers in use of the identity system.