

CHRISTOPHER FINLAY

(updated 7/27/2007)

OBJECTIVE:

To secure a position solving great problems with curious people.

PROFESSIONAL EXPERIENCE

Mayo Clinic SPARC Innovation Group // internship // Summer 2007

Development of user centered service extensions using Design Planning tools and techniques.

- Qualitative research; interviews, camera studies, user observations
- Quantitative research; landscape analysis, strategic analysis
- Solution development bridging user insights and strategy

Freelance consultant // 10/2006 - Present

Clients:

CEO's for Cities

Cheryl Kirk Consulting

(PIPE) Partners in Public Education - Memphis

Projects include:

Diagnostic of CEO's for Cities organization

Cities Innovation Lab visualization in conjunction with Doblin Group Inc.

- Innovation lab and presentation to Detroit, MI and Columbus, OH
- Successful presentation to brand city of Pensacola, FL

CF/A // principal // 2004 - 2006

Owned and operated firm that employed between 2 and 12 artists at any given time. Work encompassed brand management, cross-marketing, advertising design, retail design. Responsibilities included project management, budgeting and art direction.

Clients include: Time Inc., Patrick McMullan Company, Jhane Barnes, Steven and William, Maybelline New York, Club NA, Warfel Institute

Work currently on display at Smithsonian Cooper Hewitt in NYC

Jhane Barnes Menswear // creative director // 2004 - 2005

Responsibilities included project management, budgeting, production, art direction, media buying, marketing, website development, show room design.

- Directed brand redevelopment
- Developed inhouse art department
- Managed team of 3
- Reported directly to CEO and President

Visual Opinion Magazine // art director & editor in chief // 2001-2003

Abercrombie and Fitch Quarterly // writer // 2002-2003

- Interviews and reviews with New York City talent

EDUCATION

IIT Institute of Design // Candidate for 2008:

Master of Design: Design Planning / MBA

School of Visual Arts // Bachelor of Fine Arts // graphic design
2000-2004 with honors - 3.9 GPA and Student Leadership Award

DePaul University // marketing // 1999-2000

COMPUTER SKILLS

Office X, CS2 Suite, HTML, basic Flash, photography (digital & film), Final Cut Pro, After Effects, Fotostation

ASSOCIATIONS:

Student Marketing Advisory Board
for IIT Stuart School of Business

IDSAB (Institute of Design Student
Advisory Board)

AWF 2006 conference
- Discussion leader

INTERESTS:

- International competitive sailboat racing - Etchells class
- Culinary arts
- Travel
- Biking
- Art / Design

CONTACT

917.860.4082

christopher@finlayand.com

www.christopherfinlay.com

345 N. LaSalle #2809

Chicago, IL 60610