

## Summary

Chris Vivion is a strategist, designer and producer. He currently works in the marketing department of HBO, overseeing digital content for HBO Sports. Chris is the former creative director and co-editor of the award-winning photojournalism website Blueeyes Magazine. His freelance design and development work centers on editorial and photographic projects. Chris lives online at [chrisvivion.com](http://www.chrisvivion.com/).

## Experience

### HBO

*June 2006 - Present (3 years)*

#### **Senior Online Producer**

- > Execute creative strategy and editorial direction for all of the HBO Sports online properties, including HBO Boxing, a top property on HBO.com, growing in traffic more than 150% during my tenure.
- > Manage budgets and resources including design and editorial and oversee budgets for a roster of writers, photographers, and video producers.
- > Develop original web content: live event webcasts and "Overtime," exclusive online extensions created by HBO.com for broadcasts of boxing's 24/7 series and Joe Buck LIVE.
- > Nominated for an Emmy in 2009 for role in creating and serving as associate producer on Ring Life, HBO's first online-only Sports programming.
- > Co-developed and manage the social media strategy for Sports with marketing colleagues, including successful Facebook and Twitter properties – twice making top Trending Topics mentions on Twitter, developing 30K+ fanbase on Facebook.

### Trident Communications (Engage Group)

*June 2001 - June 2006 (5 years)*

#### **Director of eCommunications/Web Design**

*January 2006 - June 2006 (6 months)*

- > Responsible for overseeing all creative direction and account management for Trident's online projects
- > Managed online projects for clients such as Allen & Overy, Accenture, and Pfizer in New York, London and Dubai
- > Developed best practices for company, including user experience, information architecture and email marketing tools, skills and workflows.
- > Co-led the day-to-day operational needs of New York office
- > Managed a full-time international staff of 4; hired part-time freelance work

#### **Associate Director, eCommunications**

*August 2003 - January 2006 (2 years 6 months)*

- > Led online division of Trident's Dubai office from 2003-2005
- > Developed complete email marketing and microsite strategies for Emirates and Qatar Airlines, including sitemaps, wireframes, design documentation, initial creative.
- > Led the redevelopment of BP's Middle East intranet, reaching thousands of employees in the region
- > Co-lead the development of Trident's online strategy, introducing best practices in email marketing, intranet development, usability and accessibility company-wide.

#### **Senior Creative/Photographer**

*June 2001 - August 2003 (2 years 3 months)*

- > Senior designer on Web team, responsible for all major project work

- > Responsible for all New York photography, including shooting, editing and producing client work, hiring freelance photographers.

### **Additional Experience**

#### **Blueeyes Magazine – [www.blueeyesmagazine.com](http://www.blueeyesmagazine.com)**

*January 2006 – January 2008 (2 years)*

##### **Creative Director/Editor**

- > Co-ran this award winning online documentary magazine
- > Directed Blueeyes' redesign in '06 including branding, development and site design
- > Increased traffic by 60% over two years; grew newsletter subscriptions by more than 100%
- > Develop all creative strategies including new content features – First Look (collaboration with publishers), Portfolio, Document (blogs)
- > Develop and edit features with award-winning photographers as part of the editorial board

#### **American University of Dubai**

*May 2004 - April 2005 (1 year)*

##### **Adjunct Professor, Multimedia Design**

- > Planned curriculum for 25+ students over three semesters
- > Taught web design/development basics and best practices
- > Guided, led and graded coursework

### **Honors and Awards**

2009	Emmy Nomination	Associate Producer	Outstanding New Concepts, Sports
2008	Print Magazine, Regional Design Annual	Art Director	New York Region
2007	NPPA Best Of Photojournalism	Creative Director, Blueeyes Magazine	Best Web Gallery
2007	The Word It Book	Designer	Featured Design
2006	Web Design Index 6	Creative Director	Featured Site, Blueeyes Magazine
2006	Communicators In Business – Award Of Excellence	Project Manager	Best Online News Service (internal) – Allen & Overy
2005	IABC Awards	Designer	Merit Award – EuCan-AfME Online for Pfizer
2005	IABC Awards	Art Director	Most Imaginative Design – Costain Blueprint Online
2002	Communicators In Business – Best in Class	Art Director/Photographer	Best Design – Trident Communications Online

### **Education**

#### **University of Missouri-Columbia**

BA, Creative Writing/Graphic Design, 1997 - 2001

**Activities and Societies:** Founder, Ardentia Magazine and Gallery