

Christopher Prescott

Graphic Designer | Brand Development

chris@cprescott.com

Summary

Hello, I am Graphic Designer Christopher Prescott, based out of Milwaukee, Wisconsin. I've been working with design, concept development and brand building, professionally since 2004. I have a strategic and brand-centered approach to my work and take pride in bridging well-crafted graphic design towards my client's needs & target market. I love building brands, discussing ideas & working with new people.

My work varies between brand identities, print & web design. My work can be seen in past publications such as Martha Stewart Weddings, Toy Fair-New York, Guns & Weapons For Law Enforcement, and more.

Skills & Expertise

Web Design

Logo Design

Illustration

Graphics

Graphic Design

Branding & Identity

Corporate Branding

Wordpress

Team-oriented

WordPress

Layout

Image Manipulation

Posters

Art

Typography

InDesign

Packaging

Corporate Identity

Brochures

Visual Communication

Experience

Graphic Designer at Chris Prescott

December 2004 - Present (9 years 8 months)

Branding Identity/Logo | Print Media | Illustrations | Web Graphics | Photo Manipulation

20 recommendations available upon request

Education

Waukesha County Technical College

Associate's Degree, Graphic Design, 2002 - 2004

University of Wisconsin-Waukesha

2000 - 2001

University of Wisconsin-Sheboygan

1999 - 2000

Interests

I enjoying creating & interacting with clients, biking, outdoor adventures.

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20 people have recommended Christopher

"Christopher and I first met in 2014 after I reached out to him in regards to creating my business a new logo and brand identity. I was very intrigued after seeing his resume and portfolio but still was hesitant with how many designers I've gone through in the past. After meeting with Christopher, it was very clear that his knowledge and insight is far from none; it was astonishing how much information about design/branding there is that he taught me. He ended up creating our bar, Ugly's, a new logo and brand identity in a very short period of time. He got very excited throughout the process and delivered us an end product that still astonishes me. We get compliments every day on our logo, the color scheme, and how it suits our brand. The best thing about Christopher is that he is always able to get ahold of (no matter what time) and he works faster than any designer I have worked with in the past. If you want an amazing brand identity or design work done, Christopher is definitely the guy for the job. Thanks again for the great work Christopher."

— **Jon Boles**, was Christopher's client

"Christopher did a great job putting together a logo for us on short notice. He didn't mind making small tweaks to meet our needs and put a lot of thought into our brand."

— **Tracey McCartney**, was Christopher's client

"I hired Christopher to create my logo because I knew after just moments of speaking with him that I could trust his creative genius. He asked me to email all the ideas I had with respect to what I wanted my business to embody. I sent him a description of my business values and target market-and he came back to me with a visual expression of just that! He is clearly very creative and a perfectionist - this is a good combination for someone in his profession. Despite the fact that I reached out to him completely out of the blue, he delivered exactly what I needed and within the time-frame that I had hoped for."

— **Lisa Marie Anzaldua**, was Christopher's client

"I hired Christopher for help with a small graphic design project. I found him to be very easy to work with, efficient, and knowledgeable. I've worked at big agencies with all kinds of designers and art directors and Christopher's work is certainly among the best. I would definitely consider hiring him again."

— **Ryan Owens**, was Christopher's client

"Chris is great at communicating and solving graphic problems. He created a great logo for me on time and I

couldn't be happier with the result."

— **Joel Friedlander**, was Christopher's client

"I have been in marketing and sales management for over 30 years. I know that there has to be a certain confidence with your graphic arts professional. They have to have the ability to listen and communicate in a manner that not only demonstrates an understanding of the marketing message or idea that you are trying to convey, but also is able to execute the that marketing message or idea into an effective piece that reflects your companies brand. I contacted Chris when I was shell shocked by the quotation that I had received from a professional graphic studio for a graphic project. I was searching for a graphic artist that was not only professional, but would be creative and considerate of the input that was necessary to pull off a successful project. I just wanted to get a different perspective on what may be possible given the scope of the project. When I first contacted Chris by phone, I could tell in the first 5 minutes that he was the man to hire. He is easy to talk to, and you can tell that he has a broad base of experience in graphic design and most importantly how to integrate branding into your marketing experience to fit the culture of your company. I was under a pretty tight time frame for completion of the project and I am pleased to say that Chris delivered on the project within 24 hours of our discussion!!! So the question is...would I use Chris again for additional projects? The answer is a resounding YES! To tell you the truth...I already have. There is no hesitation on my recommendation to hire Chris Prescott for your marketing project. Big or small Chris will deliver! Bradley Herzog"

— **Bradley Herzog**, was Christopher's client

"Chris delivered a quality product to our company that no one else with similar experience could duplicate. His creativity and understanding of his industry exceeds expectations and he has proved to be a true professional. He is punctual and always delivers faster than expected. He is a great communicator who gives you the feeling that he is not all business, however someone who genuinely cares about what your company is trying to achieve with their new or revamped identity. We plan on using Chris in the future for ALL of our graphic and design needs and will recommend him regularly to all of our clients."

— **Jack Langston**, was Christopher's client

"Chris is a very professional in his approach to design. He is easy to work with and get's the job done asap! He is one of the best creative thinkers I know in design. I highly recommend Chris to anyone in any industry who needs design work. I am confident he won't disappoint!"

— **Phillip Godfrey, MES**, was Christopher's client

"I highly recommend Christopher for your graphic design needs. He is not only an expert in his art but he has passion & concern for his clients. He cared enough to voice his opinion about my packaging and took the time to explain why it wasn't impactful enough to drive sales. He took my initial poor packaging design and created an amazing, vibrant sales piece that truly catches the potential buyers' eyes & entices them on "why" they need to purchase my product. If you are looking for an outstanding artist of his craft, Christopher is it!!"

— **Christine Holland**, was Christopher's client

"After speaking with Chris over the phone, the first thing I noticed was his passion for his work. And he was very eager to get started on my project. Chris is very professional, timely and creative. He picked up on my ideas and immediately came up with suggestions that were in line with what I was looking for. I am very pleased with the logo that I now have for my business."

— **Gina Hart**, was Christopher's client

"hey Chris, thanks a lot for the amazing logo and for such a swift response to my design needs, that was awesome. definitely looking forward to working with you again"

— **Ahmed Sadat**, was Christopher's client

"I was referred to Chris from an old friend based on her experience w/ him. I needed a logo and I wanted it done quickly! Chris listened to me re: my wants and then took that information and his initiative to quickly render a proof within 24hrs. I would refer Chris to other companies that are interested in using someone that is creative in his craft and will work for you in a timely, efficient manner."

— **Chris Westerlund**, was Christopher's client

"After working with over 10 different graphic designers over the last few years, Chris's quality of work, efficiency and creativity are simply unmatched! By talking with Chris alone you can hear the passion and enthusiasm in his voice. He puts an incredible amount of effort and thought into every single little detail of every project and goes above and beyond make sure his client is 100% satisfied. His ability to communicate and take feedback from his clients enables him to fully understand and conceptualize the project and what needs to be captured. He has an incredible amount of knowledge about graphic design, branding, marketing and a superb eye for detail. Last summer Chris designed a flyer for my youth summer camp; without a doubt, the flyer alone generated thousands of dollars of revenue for my small business as well as tons of complements and recognition around town. My business would definitely not have been as successful as it was without Chris. Chris said he would have the poster done in 36 hours and he had it completed within 24 hours and I did not have 1 single change to make! He went the extra mile and made sure the design specs and layout were compatible with the printing company and the posters would print perfectly. Chris can handle any project you need him to and he will go above and beyond to make sure you are extremely happy and satisfied with your project. His expertise and communication skills are unmatched! You cannot find a better designer than Chris anywhere!"

— **David Klein**, was Christopher's client

"Chris absolutely saved my project from total disaster on a Saturday. At 8 AM my client sent a disk of 20 product shots that were shot by an amateur family member—shots that needed to be posted on the web the next morning. A google search found Chris on craigslist. Desperate, I reached out to a total stranger. I immediately trusted him to do the job. He listened, understood, made recommendations. Ten hours later he

returned the photos beautifully clipped from their backgrounds, touched up to correct glare and poor lighting, and color corrected. The amazing part is that we are 500 miles away from each other. I'm a 30-year veteran in this business—I've worked 10 feet from designers who would not have taken ownership of a project like Chris did."

— **Paul E Jost**, was Christopher's client

"We hired Chris a year ago to help us in developing a logo for our business in the fitness industry. After a brief conversation discussing our expectations and vision for our brand, Chris was able to produce an outstanding logo that was spot on! In the past year we have gone to Chris for various ad campaigns as well as enhancements of our marketing materials. Chris is very disciplined and focused on flawless execution of the job at hand. Every time we have gone to Chris, he has exceeded our expectations with the product he delivers, his expert approach, timeliness, and integrity. Our brand continues to grow in part due to the exceptional work of Chris Prescott of The Logo Rocket."

— **Kathleen Olivastro**, was Christopher's client

"I've been fortunate enough to have Chris Prescott create three logos for me this year and I love the work that's been done. I didn't have a clear cut idea of what I was looking for but Chris came back to me with clean, bright, and professional logos. I've been hesitant to hire someone 3000 miles away on the east coast because I didn't know what to expect with someone I could not meet but I am glad I did. I have struggled to get the results I expected in past projects, but what I got from thelogorocket.com was beyond my expectations. Rather than a headache as there can sometimes be with other companies, I spoke with Chris and we discussed my project. He gave me ideas and set a time limit and stuck to it. I went to Chris because I wanted a designer to create something better than I could ever think of and he did. The work is aesthetically stunning and at the end of the day will enhance my business (which is really what it's all about)."

— **Elisia Archer**, was Christopher's client

"I hired Chris to do a logo. I have searched online before and found it really hard to find a good company and a good professional to work with. Right off the bat I knew it would be a good experience with Chris. He was energetic, asked a lot of questions, and showed a real interest in my project. He understood what I wanted and he incorporated my ideas into the project the best he could. At the end of the day, he delivered quality work in a timely fashion, and at a great price. I would recommend him highly if you are looking for a graphics professional."

— **Steve Vondran**, was Christopher's client

"Chris is incredible to work with!!! He saw my vision for a Team Logo all through E-mail interface only. Well, we spoke briefly once. We unveiled our Team Logo to our entire State organization and I cannot tell you how many times people complimented the design, detail and creativity! Chris is passionate about his work and it shows through the final draft! Thanks Chris!!!! I have just secured his services for a second project. I cannot wait to see the end result of that one!!!!"

— **Barbara Bass McNaughton**, was Christopher's client

"Highly recommended graphic designer - Christopher did the brand identity for MCS, and we are very pleased with the results. He was fast, efficient, and easy to work with. We have hired him for multiple projects, and will continue to do so for marketing materials as we continue to brand our company."

— **Robb Noel**, was Christopher's client

"Awesome designer, great attention to detail."

— **Rachel Reed**, *Owner/Designer, The Rachel Reed Design Boutique*, was with another company when working with Christopher at Chris Prescott

[Contact Christopher on LinkedIn](#)