CHAD MALONE

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PROFESSIONAL SUMMARY

Creative leader and Senior Designer with 13+ years of experience shaping brand, leading design for executive audiences, and developing other designers. Skilled in art direction, brand standards, and translating complex technical and strategic content into clear, accessible communication, partnering with executives, communication leads, engineers, and vendors. Former design instructor with a coaching mindset: clear expectations, constructive critique, and room for people to grow.

WORK EXPERIENCE

Senior Designer

Oak Ridge National Laboratory / January 2022 - Present

- Serve as branding expert for offices and directorates across Executive and Internal Communications, including Research Education, Integrated Performance Management, Strategic Planning, and Environment, Safety, Health, and Quality.
- Advise communications leads and deliver visual solutions for technical and strategic content, including executive presentations, high-visibility internal and external communications, templates, publications, and data visualizations.
- Design recruitment and outreach materials; serve as subject matter expert for organization charts; and partner with vendors on signage and environmental graphics.
- Advocate for ORNL brand standards and workflow consistency as a trusted partner to the Design Studio's Project Coordinator and Team Leads.

Senior Graphic Designer

True Temper Sports / August 2017 - December 2021

- Led art direction for product graphics, corporate identity, logos, and advertising across five divisions: Golf, Hockey, Lacrosse, Baseball, and Apparel, in partnership with engineering, marketing, sales, social media, and division leadership.
- Designed the logo and graphics for the Catalyst 9X, the first stick in True Hockey's flagship Catalyst series and now one of its most popular lines.
- Owned concept-to-delivery creative across packaging, apparel, photography, video, and motion graphics; directed freelance contractors and production vendors.

Graduate Teaching Asst. /Adjunct Graphic Design Professor

University of Memphis / August 2016 - May 2019; January 2020 - December 2020

- Independently taught Computer Assisted Graphic Design and 2000- and 3000-level courses, mentoring 20+ students through critiques and individual instruction.
- Supported Typographic Design, Visual Thinking, and Motion Graphics courses and helped evaluate portfolios for the Graphic Design Candidacy Review.

Art Director

Filter-Mart Corporation / April 2016 - August 2017

- Hired to lead the strategic refresh of the Filter-Mart and Filter-Fab brand identities, partnering directly with the CEO and owner to establish a cohesive visual identity.
- Defined and executed the creative approach across print and digital channels, directing art and product photography for web, catalogs, sell sheets, and advertising.

Graphic Designer

The Clever Factory / October 2014 - April 2016

- Developed consumer activity products sold nationwide through leading retailers, researching market trends to identify new product opportunities.
- Created fold and die-cut mockups, packaging, and product design variations.

Graphic Designer

Identity Group / June 2013 - September 2014

- Designed and oversaw production of comprehensive healthcare signage, including complex wayfinding systems for hospital wings and campus-level directory systems.

Graphic Design Intern

MediaWorks / August 2012 - December 2012

- Performed pre-press production and file preparation while designing client assets.

EDUCATION

MFA, Graphic Design

University of Memphis / 2019

BFA, Visual Communications

Austin Peay State University / 2013

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- **Crucial Conversations for Mastering Dialogue** / March 2026
- **Crucial Conversations for Accountability** / Nov. 2025
- **Working with Inclusive Imagery** / May 2025
- **Introduction to Prompt Engineering for Generative AI** / May 2023
- **Slide Design – Duarte, Inc.** / Sept. 2022

AWARDS

- **2026 Art + Design Distinguished Alumnus, Austin Peay State University** / June 2026
- **Spotlight Awards: Core Values - Teamwork; Safety; Service, Oak Ridge National Laboratory** / Feb. 2026; Feb. 2025; March 2024
- **Best in Show, Project: An Assemblage of Graphic Design, APSU** / April 2016
- **Exceptional Service & Commitment, The Allstate Newspaper, APSU** / Jan. 2013

SKILLS

Brand & Creative Direction: Brand Identity & Standards • Art Direction • Visual Storytelling • Creative Strategy • Audience-Centered Design

Executive & Institutional Communications: Executive Presentations • Publications & Templates • Data Visualization • Wayfinding/ Environmental Graphics • Recruitment

Graphic Design: Logo • Illustration • Layout • Typography • Campaign & Ads • Products

Leadership & Collaboration: Creative Critique & Mentoring • Executive & Stakeholder Advising • Freelancer Supervision • Vendor Coordination

Standards & Production: Workflow & Standards Advocacy • Design Review • Print & Digital Production • File Management • Accessibility • Generative AI (Conditional Image Generation)

TECHNICAL PROFICIENCY

Adobe Creative Suite: Illustrator • Photoshop • InDesign • After Effects • Premiere Pro • Acrobat

Microsoft: PowerPoint • Word • Outlook • Planner

Web: HTML • CSS • SharePoint • WordPress