

Hello.

I'm Chris.

Creative Director.

Designer.

Team Lead.

An award-winning Creative Director and Designer with a proven track record of leading and mentoring diverse teams to deliver exceptional creative solutions for high-profile clients. My expertise spans industries including health communication, consumer goods, technology, SaaS, and education. I excel at transforming marketing objectives into innovative designs and strategies that exceed expectations, drive growth, and improve awareness.

## Experience

2021-Current

**Creative Director – University of Texas at Austin - Center for Health Communication - [uthealthcomm.org](http://uthealthcomm.org)** - Austin, TX

Serve as Creative Director, Designer, and Team Lead for the University's comprehensive health communication agency, focused on research, design, education, and prevention of a variety of large statewide public health initiatives including: substance use disorder, suicide prevention, adult and childhood mental health, mother & baby health, opioid and tobacco use.

- > Translate marketing objectives and research insights into effective creative strategies across digital and print platforms
- > Collaborate with clients and stakeholders to conceptualize and design effective campaigns and brands
- > Manage external agencies and vendors to ensure project goals and deadlines are met
- > Supervise and mentor a multidisciplinary team of designers, videographers, writers, and interns

2019-2021

**Senior Creative Manager – Alen Air Purifiers (Alen Corporation)** - Austin, TX

Enhanced the creation and production of all visual assets to support and promote the Alen brand and educate our customers about the benefits of an air purifier. Collaborated with Marketing to develop and execute plans and campaigns, fostering seamless coordination with various teams to deliver products, materials, and visuals that elevate the brand, surpass business objectives, and enhance the customer experience.

- > Managed and designed Alen branding, visual assets, product designs, packaging, print collateral, web assets, social media, ads, and video & multimedia content
- > Worked closely with Product teams to improve product designs, usability, package aesthetics, and the customer experiences
- > Led international design teams, agencies, and vendors to execute marketing campaigns and product launches
- > Collaborated with stakeholders to solve complex issues, improve processes, and reduce warehouse challenges

2010-2018

**Creative Director – Trellis Company (formerly Texas Guaranteed Student Loan Corporation)** - Austin, TX

Led and directed the creative team through comprehensive student outreach and corporate marketing and communication initiatives for all company brands and sub-brands. Oversaw brand transition strategies, rebranding, corporate naming, logo design, brand rollout, visual identity creation, guideline development, and asset creation. Also collaborated closely with senior management on the development of effective internal communication as well as other philanthropic and marketing campaigns.

- > Led diverse design projects encompassing print, illustration, web, UI, email, photography, motion graphics, video, presentations, events, social media, award-winning financial literacy e-learning program, and other multimedia initiatives
- > Managed team activities, including interviews, hiring, development, mentoring, critiques, performance reviews, project management, job tracking, estimating, and client/vendor relations
- > Evaluated strategies, campaigns, and programs for appropriateness and effectiveness through data and research
- > Implemented workflow improvements—enhancing team communication, clarifying objectives, reducing revisions, and cutting company costs

2009-2023

**Creative Director, Designer and Brand Development Consultant** - Remote

Provide hands-on design and brand consultation services to a wide range of national clients in a variety of industries including event marketing, chemical manufacturing, products and packaging, business outsource processing, venture capital, health and human services, government, tourism, legal services and property restoration.

- > Research and develop corporate names and trademarks for diverse clients
- > Design award-winning logos, brand guidelines, and identity systems
- > Create organization websites, ads, presentations, and print & marketing collateral

## Additional Experience

### **Creative Director / Team Manager – Vignette** (acquired by OpenText) - Austin, TX

- > Managed, and led high-performing communications team of graphic & web designers, videographers, and editors
- > Drove all brand development and identity management for global communications solutions
- > Served on Global Brand Council to drive brand initiatives and enhance market positioning
- > Designed logos, web assets, social media graphics, and multimedia materials

### **Senior Art Director – Freescale Semiconductor** (acquired by NXP) - Austin, TX

- > Conceptualized and designed print, AV, and web assets for corporate communications and global events
- > Managed brand guidelines, templates, and collateral to strengthen brand identity
- > Led creative team in executing marketing materials for international events and trade shows

### **Owner/Art Director – Grafico Design** - Austin, TX

Clients included *SigmaTel, SEMATECH, Hill's Pet Nutrition, Motorola, University of Texas, McCombs School of Business, Plucker's Wing Factory, United Way, La Quinta Inns, Austin Symphony, and Accor Hotels.*

- > Managed daily operations and client relations for a successful design studio
- > Directed design projects including branding, print, digital, and environmental signage
- > Collaborated with high-profile clients to deliver effective marketing and design solutions

### **Senior Designer – Slocum Blatt Advertising** - Fleetwood, PA

Designed and produced logos, brochures, promotional material, identity programs, ads, illustrations, and package designs. Projects for *Crayola, Binney and Smith, Boyesen Engineering, Fleetwood Snacks, and Disney.*

### **Designer – Pentech Studios** - Red Bank, NJ

Designed and produced package concepts, designs, pencil & product graphics, illustrations, icons, newsletters, and annual reports. Projects for *Pentech Pencils, Disney, the NBA, and the NHL.*

### **Designer – Merrill Lynch** - Plainsboro, NJ

Created and designed ads, brochures, booklets, posters, banners, icons, newsletters, and book covers.

## Education & Certificates

- > Bachelor of Fine Arts - BFA, Graphic Design, *The College of New Jersey, Ewing, NJ*
- > Texas Executive Education Program Certificate: Strategic Marketing, *University of Texas, Austin, TX*
- > Interaction Design Foundations - Interaction Design (ongoing), *interaction-design.org*

## Awards & Affiliations

HOW Magazine Non-profit Design Award; Freescale, Diamond Chip Award; MarCom Gold Medal Awards; IABC Bronze Medal; AVA Digital Platinum Award; Summit Creative Gold Award; MarCom Silver Medal Awards; Selected Judge for the Creativity Awards

## Software & Computer Skills

Adobe Creative Cloud (*InDesign, Illustrator, Photoshop, Lightroom, Acrobat, Premiere, After Effects, Audition, Dreamweaver, XD, Captivate, AI / Firefly*), Microsoft Office Suite (*Word, PowerPoint, Excel, Outlook, Planner*), ADA Remediation, Canva, WordPress, HTML, CSS, Asana, Trello, and Monday

## Professional Skills

- |  |                                      |   |
|--|--------------------------------------|---|
| > Art & Creative Direction               | > Brand Name & Logo Development      | > 508 / ADA Compliance & Remediation    |
| > Print Design & Production              | > Brand & Visual Guidelines Creation | > Copywriting & Messaging               |
| > Website, UI, & Email Design            | > Ad & Marketing Campaign Design     | > Project Management & Organization     |
| > Wireframe & Prototyping                | > Photography & Video Production     | > Mentorship & Development of Teams     |
| > Illustration, Typography & Iconography | > Trade Show & Event Design          | > Visual Storyteller & Brand Ambassador |

## Contact

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