

Hello

My name is Chris

**Designer.
Creative.
Thinker.
Leader.
Techie.**

iam@creatorchris.com • creatorchris.com



Experience

Singh + Associates, Inc.

August 2023 - Present • **Communication Director**
Infrastructural Engineering Consulting Firm

- Led the creative vision and strategy for all design projects, ensuring alignment with the company's brand and objectives.
- Directed the development of innovative design solutions for engineering projects, from concept to execution.
- Developed and executed comprehensive communication strategies to enhance brand visibility and engagement.
- Managed internal and external communications, including media relations, press releases, and public statements.
- Coordinated with the marketing team to ensure consistent brand identity across all channels.
- Created and managed content for the company website, social media, newsletters, and other marketing materials.
- Collaborated with senior leadership to communicate the company's vision, mission, and values.
- Monitored and analyzed communication metrics to improve strategy effectiveness.
- Oversaw the production of marketing and promotional materials, maintaining a cohesive brand identity.
- Conducted regular reviews and presentations of design concepts to senior leadership and clients.
- Stayed current with industry trends and emerging technologies to drive innovation within the design team.

Real People Realty

August 2021 - August 2023 • **Graphic Designer & Marketing Coordinator**
Real Estate Brokerage.

- Created and managed content for print and digital formats, including program booklets, posters, websites, social media, and the annual report. Maintained social media platforms (Facebook, Twitter, Instagram, LinkedIn).
- Managed audience engagement and visitor experience, including interpretive materials and signage.
- Coordinated press coverage and exhibition announcements by writing, editing, and distributing press releases. Monitored media coverage and maintained a press archive.
- Managed budget and vendor relationships with graphic designers, photographers, printers, and distribution services.
- Developed and analyzed surveys, creating plans to address findings.

Fashion World Ent., Inc.® [Bohyme® & Original Remi®]

July 2019 - April 2020 • **Associate Creative Director (Design)**

An international manufacturer of high-quality hairpieces, hair extensions, and wigs.

- Demonstrated ability to make sound business decisions, manage and develop direct reports, set strategic direction, and influence stakeholders.
- Led vision, design, production, and execution processes for all design, branding, packaging, and marketing efforts.
- Updated the 42-year-old Bohyme brand voice and identity.
- Led innovative UX/UI redesigned of web presences.
 - Traffic spiked in Nov. 2019: 43% via direct, 40% via organic searches, 38% via social media, 14% via email campaigns
 - Form & Button Conversions: 365.7% Increase
- Provided creativity, tactical execution, and leadership across diverse projects, including digital and print design, website management, marketing campaigns, technical support, video production, and interior design.

Create Second Power® (Cre8²)

February 2006 - February 2019 • **Creative Director**

Multi-media branding and marketing, production and design solutions company.

- Developed award-winning products that effectively communicated visual brand language and market success.
- Set strategic direction for consumer advertising and promotion plans; maintained competitive benchmarking.
- Articulated design vision with awareness of global trends.
- Mentored and led designers, fostering a strong creative culture and building a cohesive internal team.
- Recruited and hired six new design team members, maintaining high standards of customer service and professional guidance for over 25 clients.
- Executed strategic marketing and communications plans that drove revenue growth.
- Translated brand vision into compelling digital and print assets, including event signage, environmental graphics, and website content.

Professional Skills

Microsoft Office	████████████████████
Javascript	██████████████████
AutoCad	██████████████████
Adobe Photoshop	████████████████████
Adobe Illustrator	██████████████████
Adobe Indesign	██████████████████
DaVinci Resolve	████████████████████
Final Cut Pro	████████████████████
Adobe After Effect	████████████████████
Adobe Premiere	██████████████████
LumaFusion	██████████████████
Microsoft Windows OS	████████████████████
Apple iWork	████████████████████
Apple OS	████████████████████
Apple/Android OS	████████████████████
Graphic Design	████████████████████
Video Production	████████████████████
Web Design	████████████████████
Photography	██████████████████
Marketing	██████████████████

Education

International Academy of Design & Technology

June 2003-June 2008 • **Bachelor of Fine Arts**

- Visual Communication Major

