

Christopher Beeler • Creative Director/Team Lead/Designer

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introduction

A versatile and exceptional creative director with vast experience in art direction, brand management, graphic design, web user-experience design, multimedia, e-learning, photography, videography, event design, marketing, advertising, copywriting and business development. Proven aptitude in working collaboratively with and leading cross-functional teams, communicating with clients and key stakeholders, and directing all aspects of job functionalities using knowledge and experience. A top-performing and resourceful storyteller who helps strategically promote and develop the image of an organization.

- > Identity & Brand Development
- > Marketing Campaign Development
- > Print & Digital Design
- > Event Design & Production
- > Environmental Graphics
- > Photography & Video Production
- > Website, UI, & UX Design
- > Wireframe & Prototyping
- > Project Management
- > Process Improvement
- > Management & Development of Creative Teams

experience

2019 **Creative Director, Designer and Brand Development Consultant** – Austin, TX

Provided design and brand consultation services to a wide range of national clients in a variety of industries including chemical manufacturing, packaging, business outsource processing, health and human services, government, and property restoration. Created award-winning brands, graphics and visual concepts that exceed business requirements and goals. Completed competitor assessments, creation of brand guidelines, name and identity development, content writing, web and UI design, and print collateral design.

Select clients include: *Connexus, Seattle, WA; Restoration Experts of America, Boston, MA; Luxon, Nashville, TN; Sexual Assault Response and Resource Team (SARRT), Austin, TX; Texas Higher Education Coordinating Board, Austin, TX; Carbo Specialty Chemicals, Nashville, TN.*

2010-2018 **Creative Director – Trellis Company** (formerly Texas Guaranteed Student Loan Corporation, TG) – Austin, TX

Spearheaded the conceptualization and design of all corporate marketing and communications including; brand transition strategies, rebranding initiatives, brand name development, logo design, brand roll-out, identity, and brand guideline development of all six company brands and sub-brands.

Directed creation and implementation of a variety of aspects of marketing and strategic communication responsibilities including corporate brand management, marketing strategies, product and brand launches, go-to-market research and planning, and development of corporate marketing campaigns.

- > Led development of all print design, web and UI design, multimedia, photography, videography, marketing, e-learning modules, presentations, event production, illustration, and social media communication materials
- > Oversaw team interviews, hiring, development, mentoring, assessment, and performance reviews, project management, job tracking, estimating, client and vendor relations, and other management activities of the communications department
- > Determined appropriateness and effectiveness of marketing strategies, campaigns, and programs through data and research
- > Created and produced storyboards, branding, user interface, multimedia elements, collateral, branding, and promotions for over 24 award-winning financial literacy e-learning modules
- > Developed name, award-winning logo, identity, branding, website, and launch for Waypoint in less than six months
- > Completed rebranding of TG to Trellis including market assessment, creation of brand pillars, name, and identity development, website and content conversion, internal and external messaging, and launch in less than six months
- > Designed multichannel marketing campaign material that resulted in a 10% revenue increase within the first eight months
- > Implemented workflow processes that resulted in improved team communication, clearer objectives, fewer revision cycles, and reduced costs for the company

2009-2010 **Creative Director / Team Manager** – Vignette (acquired by OpenText) - Austin, TX

Directed, managed, and led high-performing communications team of five, which included; web designers, editors, and graphic designers. Advanced brand of OpenText by serving on Global Brand Council and developing sub-brands, logos, and collateral.

- > Handled all brand development and identity management, design of new product logos, print collateral, videos, web banners, emails, websites, social media graphics, and all events materials
- > Successfully completed the transition to OpenText by providing support in brand development and identity management
- > Developed new brand guidelines, standards, and collateral resulting in stronger brand recognition
- > Designed logo, branding, and collateral for Vignette's 8th generation content management system (V8) in less than two months

2005-2009 **Senior Art Director – Freescale Semiconductor** (acquired by NXP)- Austin, TX

Conceptualized and designed print and web designs for corporate communications and events divisions. Directed a fluid team of print, web and A/V designers to help build a solid brand, nationally and internationally. Year after year the projects I was responsible for surpassed expectations and were met with award-winning results and outstanding reviews.

- > Led conceptualization and design of premier, global event, Freescale Technology Forum (FTF)
- > Delivered and managed corporate brand guidelines, standards, templates, collateral, and marketing material
- > Earned coveted Diamond Chip Award for the design and production of all material for annual multinational events, FTF
- > Elevated corporate culture and improved internal communications and brand image

additional experience

Owner/Art Director – Grafico Design - Austin, TX (1995-2005)

Headed day-to-day operations including client relations, consultation, art direction, print design, marketing, collateral design, corporate branding and imaging, web design and development, press approvals, database development, estimating, billing, and management of freelance designers, writers, and web developers.

Select clients include: *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*

Senior Designer – Slocum Blatt Advertising - Fleetwood, PA (1994)

Designed and produced logos, brochures, branding and 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 (1994)

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

Designer – Merrill Lynch - Plainsboro, NJ (1993)

Worked with brand style guide to advance and create designs for ads, brochures, booklets, posters, banners, and book covers.

software & computer skills

Adobe Creative Suite (Id, Ai, Ps, Lr, Fl, Pr, Ae, Au, Dw), Adobe Captivate, Adobe Connect, Microsoft Office Suite (W, P, X, O) Articulate, QuarkXpress, Filemaker Pro, ADA remediation, e-learning CMS (SumTotal), Sketch, HTML5, CSS, WordPress

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*

additional skills

- > Build & maintain cross-functional relationships
- > Motivate, develop, & lead through emotional intelligence
- > Oversee creative & brand strategy
- > Naming of brands & products
- > Organization & time management
- > Project management
- > Marketing best practices
- > Client management & presentation
- > 508/ADA compliance document remediation
- > Managing budgets, estimating and billing
- > Knowledge of print processes, pre-press & press checks
- > Corporate culture & team building
- > Omnichannel marketing
- > Making a difference

select awards

1996	HOW Magazine	Non-profit Design Award	United Way Campaign
2008	Freescale Semiconductor	Diamond Chip Award	Freescale Technology Forum
2010	MarCom Award	Gold	2010 TG Annual Report
2011	IABC	Bronze	2011 TG Public Benefit Annual Report
2011	MarCom Award	Gold	Financial Literacy Education
2014	AVA Digital Award	Platinum	TG Online
2016	Summit Creative Award	Gold	Waypoint Branding & Logo - B2B

contact

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