

# CHRISTOPHER KNOWLES

Creative Director | Brand Strategy & Visual Design

## SUMMARY

With over 12 years experience in creative leadership, I have a proven track record of developing impactful brands, effective marketing strategies and creative campaigns that resonate with target audiences. I passionately cultivate positive team environments where collaboration, productivity, and growth foster world-class creative excellence. As an expert in Figma, Adobe Creative Suite and AI tools, I have led teams through an embrace of contemporary best practices and a willingness to design as well as direct work as needs arise.

## EXPERIENCE

### Creative Director

Red Antler

07/2021 - 01/2024

Brooklyn, NY

redantler.com

Led multiple cross-functional teams consisting of graphic designers, UX/UI designers, copywriters, strategists, developers, illustrators and content creators

Managed campaigns and identity design projects for brands in startup through growth phases

Designed and implemented agency-wide training system for nimble team arrangements by integrating AI tools into the creative process, enhancing creative output quality and productivity

Mentored junior team members by fostering a culture of creativity, collaboration, and learning in agency pod programs

Directed successful brand launches for companies with a valuation exceeding \$2.9 billion one fiscal year after market introduction

Coordinated with key stakeholders and managed client relationships across all projects

Fostered partnerships with outside media and marketing platforms to expand brands' demographic reach

Enhanced team efficiency by implementing new creative workshops, processes and project flows, including integrating new Figma tools leading to a 20% improvement in turnaround times

Implemented creative direction for multiple brands consistently meeting budget and timeline requirements

Promoted from Design Director to Creative Director after six months with agency

## CONTACT

(w) christopher-knowles.com

(e) ck@christopher-knowles.com

(p) 770.851.0754

(l) www.linkedin.com/in/ckckckck/

## SKILLS

### Leadership Skills

Creative Leadership

Team Management

Brand Management

Project Management

Budget Management

Cross-Functional

Collaboration

Data Analysis

Teaching

Mentorship

Training

Client Relationships

Canva

Cargo

HTML/CSS/JS

Microsoft Office Suite

Google Workspace

Slack

Midjourney

Dall•E

Chat GPT

### Creative Skills

Brand Strategy

Marketing Campaigns

Copywriting

UX/UI

Visual Design

Branding

Illustration

Typography

Custom Lettering

Photography

Art Direction

Packaging

Spatial Design

Content Creation

Curation

## EDUCATION

Associate Degree: Graphic Design

The Creative Circus

Graduated 2012

Atlanta, GA

Bachelor of Science: History

The University of Georgia

Graduated 2005

Athens, GA

## CERTIFICATIONS

### Advanced Figma For Designers

An in-depth course by Figma on mastering Figma for UX/UI design, focusing on collaboration and efficiency

### AI for Creative Processes

A specialized course by Coursera on

**Design Director, Social Campaigns Director  
Straight To Tell**  
03/2019 - 07/2021                      Atlanta, GA

straighttotell.com

Directed social media strategy and development of visual style for key client accounts contributing to successful quarterly social campaigns

Designed and led studio rebrand including construction of new brand standards, website design and development, custom brand typeface, and social deployment

Managed cross-functional team of videographers, illustrators, writers, and photographers across all projects

Initiated and led learning series on design skills, creative workshops, conceptual development, project management, and cultural research

Directed branding projects for high-profile clients achieving cultural relevance in industry sectors

Created an ongoing series of editorial illustrations for use on social content campaigns

Mentored junior talent and aided in the collaborative process across teams

Art Directed commercials for local tv spots with high-profile Atlanta based celebrity figures

Converted creative process for more streamlined workflows increasing productivity by 15%

**Brand Manager, Design Director  
Practise Makes Practice Inc.**  
01/2018 - 06/2023                      Atlanta, GA

@practise\_makes\_practice

Directed brand strategy and development of visual style for organization's key marketing materials contributing to a 15% year-over-year increase in brand awareness

Managed cross-functional teams to ensure brand consistency across all touchpoints

Spearheaded capital campaign marketing strategy with content teams and media partnerships resulting in annual donations exceeding \$15k

Presented visual strategy and brand evolution to board members that aligned with organization's quarterly objectives and demographic target, which was praised for increasing donations and attendance to programs

Managed marketing budget and coordinated with board for strategic spending in advertising

Curated and built design programming to assist in organization's mission objectives

integrating AI tools in creative workflows, enhancing innovation and productivity

**Custom Type Design at  
Werkplaats Typografie**

Online course focused on the creation of custom variable fonts that are digitally responsive

**PUBLICATIONS, PRESS,  
EXHIBITIONS, LECTURES**

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2024

**V.2, R3**, Solo Exhibition, Stove Works, Chattanooga, TN

2022

**Best Of Posters 2022**, Museum of Design Atlanta, AIGA ATL, Atlanta, GA

2019

**Currency**, Head Curator, Practise Makes Practice, Atlanta, GA

2017

**SENSSE**, Annunciation Hall, Group Exhibit, New Orleans, LA

2016

**C-U-B-E On The Boundaries**, Lamar Dodd School of Art, Athens, GA

**Lecture: Relativity In Creativity: The Process of Curating Your Own Voice to Discover Process**, Lamar Dodd School of Art

2015

**Downtown Digital**, Animation Installation, Asheville, NC

**You Will Have Everything You Need**, 100for10 Publication, 100 pages of custom design work, Munich, DE

**100For10 Exposition**, Easy!Upstream Galerie, Munich, DE

2014

**The Deathbringers**, New York Art Book Fair, PS1 MoMa, Queens, NY

**Independence**, The Mothlight, Asheville, NC

2013

**How To Make Mistakes On Purpose**, Creative Workshop with Laurie Rosenwald, AIGA NY, New York, NY

**Adjunct Professor of Design**  
**The University of Georgia**  
05/2017 - 09/2022                      Athens, GA

**Print Magazine: The Color Issue**, Christopher  
Knowles Interview, June 2013 Issue

art.uga.edu

Taught courses including Introduction to Graphic Design, Color Theory, Typography, Website Design, Art Direction and Image, Senior Exit Show, Branding, Packaging, Editorial Design, Campaigns, and History of Graphic Design

Developed curriculum reflecting current design industry trends incorporating new technology, professional standards, and effectiveness

Mentored students in professional development and portfolio refinement for job entry

Directed creative workshops to instill best practices for student's creative process

Taught courses in creative portfolio development, professional practices, MFA application, and personal branding

**Design Department Co-Chair**  
**The Creative Circus**  
07/2017 - 12/2019                      Atlanta, GA

@creativecircus

Managed department budgetary allotment for educational programs, research trips, and materials

Taught courses including Introduction to Graphic Design, Color Theory, Typography, Website Design, Art Direction and Image, Senior Exit Show, Branding, Packaging, Editorial Design, Campaigns, and History of Graphic Design

Led department portfolio critiques and coordinated with agency recruiters facilitating job opportunities for students

Implemented programmatic goals resulting in student job placements at 97% within one year of graduating

Facilitated professional practices and personal branding workshops

**Freelance Creative Director, Brand Strategist & Visual Designer**  
**Bureau Christopher Knowles**  
05/2014 - Present                      Chattanooga, TN

christopher-knowles.com

Maintained positive client relationships and delivered successful design and creative projects on budget and on schedule for 12+ years

Branded identity for Michelin recommended Lyla Lila restaurant (Atlanta 2019)

Freelanced on campaigns and branding projects for agencies Son & Sons (Atlanta), Pearlfisher (San Francisco), Wedge (Montreal)

Recruited and managed a staff of designers and a roster of freelancers and vendors

Built, developed and maintained client roster including The New York Times, Colombia Records, Award-winning restaurants and agencies

Managed business including financial forecasting, tax filings, staffing, payroll, invoicing, business development, and partnerships

**Senior Designer**  
**Unboundary**  
**05/2014-10/2017**

**Atlanta, GA**

[unboundary.com](http://unboundary.com)

Played key role in visual storytelling, branding, and collateral design for agency projects including TedTalks, Liberty Insurance, Progressive Insurance, Reuters, Atlanta Braves, and Prudential

Developed corporate identity package, increasing brand recognition by 30%

Introduced innovative corporate trade show design with packaging assets and collateral hand outs leading to 15% increased foot traffic during event

Worked directly with creative director to overhaul agency website UX/UI for compelling visual narrative and increased usability

Collaborated with lead strategist to develop brand materials for leading insurance companies communicating better benefits to market

Contributed to the creation of visually compelling reports and presentations for high-profile clients

**Designer**  
**Sony Music Entertainment**  
**2/2013 - 5/2014**

**New York, NY**

[sonymusic.com](http://sonymusic.com)

Designed collection of leading artworks for Sony's artist roster on multiple labels including Epic, RCA, Masterworks, Sony, Colombia Records

Collaborated with Creative Directors, Art Directors and Label Artists to develop point of purchase experiences, concert tour merchandise and promotional materials, editorial layouts, and record packaging

Attended photoshoots for high-profile artists, assisting with the creation of design assets

**Junior Designer**  
**Out Of Office**  
**05/2012 - 02/2013**

**Brooklyn, NY**

ooo-la.la

Played a significant role in high-profile projects for the studio, contributing to successful projects delivered on time and on budget

Assisted studio owner with typographic design for books and installations

Created editorial illustrations for article assignments from The New York Times, Boston Globe, and Bloomberg Businessweek

**Part-Time Designer, Animator**  
**Rosenworld**

**05/2012 - 02/2013**

**New York, NY**

rosenworld.com

Created key animations for studio client campaigns, websites, and advertising

Developed lecture series materials for studio owner's book tour

Attended client meetings and managed project milestones

Initiated studio website redesign for better user experience and categorization of projects, resulting in at 30% site visitor retention

**Junior Digital Designer**  
**Razorfish**

**01/2011 - 01/2012**

**Atlanta, GA**

razorfish.com

Implemented art direction and successful UX design for AT&T account, spanning digital advertising and 360 campaigns

Assisted on key high-profile digital initiatives for multiple accounts within the agency

Led best practices initiative with other digital designers and presented to C-suite leadership for agency adoption

Proactively identified and solved design issues, saving the team an average of 10 man-hours each week