

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

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

Brand Manager, Design Director
Practise Makes Practice Inc.

01/2018 - 06/2023

Atlanta, GA

CONTACT

(w) christopher-knowles.com

(e) ck@christopher-knowles.com

(p) 770.851.0754

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

EDUCATION

MFA in Graphic Design

The Creative Circus

09/2010 - 05/2012

Atlanta, GA

BS in History

The University of Georgia

Graduated 2005

Athens, GA

SKILLS

Leadership Skills

Creative Leadership

Team Management

Brand Management

Project Management

Budget Management

Cross-Functional

Collaboration

Data Analysis

Teaching

Mentorship

Training

Client Relationships

Glyphs

Ableton Live

Canvas

Cargo

HTML/CSS/JS

Microsoft Office

Google Workspace

Slack

Creative Skills

Brand Strategy

Marketing Campaigns

Copywriting

UX/UI

Visual Design

Branding

Illustration

Typography

Custom Lettering

Photography

Art Direction

Packaging

Spatial Design

Content

Software Skills

Adobe Creative Suite

After Effects

Lightroom

Photoshop

Illustrator

InDesign

Premiere Pro

Figma

AI Tools

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 integrating AI tools in creative workflows, enhancing innovation and productivity

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

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

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

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

Custom Type Design by
Werkplaats Typografie

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

PUBLICATIONS, PRESS,
EXHIBITIONS, LECTURES

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

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

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

Facilitated professional practices and personal branding workshops

Creative Director, Visual Designer, Owner
Bureau Christopher Knowles
05/2012 - Present **Chattanooga, TN**

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**

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**

Designed collection of leading artworks for Sony's artist roster on multiple labels including Epic, RCA, Masterworks, Sony, Columbia 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
Young Professionals
05/2012 - 02/2013**

Brooklyn, NY

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

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

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