

# CHRISTOPHER MAC

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## EDUCATION

### RHODE ISLAND SCHOOL OF DESIGN

Bachelor of Fine Arts in Graphic Design, 2006 – 2010

## EMPLOYMENT

### STRAWBERRYFROG

#### Design Director, 2019 – 2023

- Design Director for Truist Financial, Northwell, LifeBridge Health, Prudential, and Walmart, in addition to smaller brands.
- Led design development and implementation for national campaigns across multiple lines of business and industries.
- Art directed brand photo shoots, working directly with photographers and retouchers to react in real-time to client input.
- Managed internal design and art director pairs, partner agency and vendor collaborators, and client side marketing teams.
- Oversaw a studio team of junior and senior designers, managing schedules and workloads with a focus on employee retention.
- Ran the creative department's summer internship program to directly mentor and nurture young talent.
- Collaborated with Strategy, Client Services, and Project Managers to ensure that goals, deadlines, and budgets were met.
- Worked closely with department heads and senior leadership to establish, meet, and exceed agency and client expectations.
- Teamed up with New Business to templatize proposals and presentations and produce concepts and creative for pitches.
- Developed strong client partnerships to translate their asks into briefs and getting sign-off before executing creatively.
- Interpreted and communicated client feedback to creative teams in order to produce and deliver best possible solutions.
- Supervised the entire production process, guaranteeing the highest standard of quality through extensive technical knowledge.

#### Senior Designer, 2015 – 2019

- Developed and delivered creative in teams for major brands such as SunTrust, FAB, Coca-Cola, ATU, Dubai South, and Oreo.
- Designed work for pitches, presentations, strategy development, print and digital projects, brand guidelines, and asset toolkits.
- Concepted initial ideas, art and design directed creative, and finalized deliverables to accompany television commercials.

### 92<sup>ND</sup> STREET Y

#### Art Director, 2015

Worked at the historic cultural institution and community center on the Upper East Side, designing large scale displays, informational booklets, and magazine and newspaper advertisements to promote their educational and artistic events.

### HBO

#### Designer, 2015

Created original illustration and designs for print and digital promotionals, and contributed to key art for advertising collateral. Collaborated with copy writers and brand partners for fast turnarounds, with multiple ongoing projects and daily deadlines.

### TOYS "R" US

#### Art Director, 2012 – 2014

Produced and oversaw photo shoots with hired talent and full studio sets, conducting on-site styling and post production retouching. Delivered multiple seasons of private brand packaging by managing different phases of production, from dieline creation to vendor communication. Wrote comprehensive style guides to streamline packaging development. Spearheaded the creation or redesign of several major brands resulting in increased competitive visibility, shelf impact, and revenue.

#### Graphic Designer, 2011 – 2012

Developed on brand graphics and created weekly mailers, monthly promotionals, and seasonal catalogues, such as the Baby Big Book.

## FREELANCE

### CHRISTOPHER MAC DESIGN

#### Freelance Design & Art Director, Illustrator, & Writer, 2010 – Present

Clients: Resources for Infant Educators, Boulder Museum of Contemporary Art, Penguin Random House, BuzzFeed, Specialty Claims Management, Titan PC, The Byne Group, RISD, Handyguide, Family Promise of Bergen County, Lora Photography, and various one-off projects.

Specializing in developing logos, icons, graphics, lettering, branding, colorways, style guides, toolkits, and production.