

CHRISSIHARATH

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EXPERIENCE

PipingRock Health Products / *Associate Creative Director*

October 2021 – Present

- Develop and pitch creative concepts for digital campaigns from concept to completion.
- Ensure brand guidelines and directives are embraced and adhered to in all executions.
- Collaborate with marketing and digital team to develop, update, and optimize creative assets for PipingRock.com.

Freelance Art Direction & Design

January 2018 – Present

Stanley Black and Decker / *Creative Manager*

January 2019 – July 2020

- Facilitate approvals and routing of all creative projects for Proto, Lista, Vidmar, Mac Tools and Craftsman brands.
- Pitch creative concept ideas between team members, department leaders and key stakeholders.
- Develop campaigns for global, digital and product launches.
- Manage team workload, project budgets, and milestones.
- Coach direct reports in career development and growth.

LEGO Systems, Inc. / *Art Director*

January 2016 – December 2017

- Design lead for global packaging for the LEGO Batman Movie, Marvel and DC Superheroes product lines.
- Concept and brainstorm global product marketing campaigns.
- Develop and execute social ideas for the LEGO Batman Movie.
- Organize and lead photo art direction for product photo shoots.
- Art direction for internal and external illustrators, 3D artists, photographers and freelancers.
- Manage creative workload, project budgets and timelines.

TracyLocke / *Senior Art Director*

November 2013 – January 2016

- Manage a team of junior and senior art directors and copywriters.
- Develop creative materials for digital and social campaigns, and printed materials for the PepsiCO North America.
- Concept and present ideas for client presentations ranging from regional retail activation, MLB/NBA/NFL partnership ideas and new business pitches.
- Collaborate with photographers, video editors, and illustrators.

Clients include:

Pepsi, Frito-Lay, Gatorade, Reebok, SCJohnson, Anheuser-Busch.

TracyLocke / *Art Director*

July 2011 – November 2013

Design Global Change / *Designer*

September 2009 – January 2010

Hartford Art School and Abhepur, India

- Worked with engineer students on the Water for India Project.
- Designed educational materials to illustrate how locals can use newly installed water filters and sanitary water drinking practices.
- Traveled and presented materials to the residence of Abhepur.

EDUCATION

Hartford Art School, University of Hartford

B.F.A. May 2011 / *Visual Communication Design*

Dean's & President's list

Artistic Merit Scholarship

Anna Ball Pierce & Kriebler Alumni Scholarship

SKILLS

- Proficient in Adobe Creative Suite
- Working knowledge of 3D and video editing software
- Proficient in Keynote and Powerpoint
- Copywriting
- Strong leadership of large and small teams, in person/remote
- Knowledge of studio lighting and photography practices
- Sketching and illustration
- Killer dance moves

AFFILIATES

- AIGA Connecticut Chapter
- Connecticut Art Directors Club

ACCOLADES

AIGA Mentorship Program / *Mentor*

2022

AIGA Emerging Professionals / *Portfolio Reviewer*

Spring 2020

Creative Block Speaker Series / *Co-founder*

2016 – 2017

LEGO CMA department initiative

CADC: Post Graduate Panel / *Speaker*

April 2015

University of Bridgeport

Feast Your Eyes

Visual Communication Design Juried Senior Exhibition

April 2011

ArtSpace, Hartford, CT

AIGA Boston:

New Voices, Unique Visions Juried Student Exhibition

March 2011

Endicott College

Alexander A. Goldfarb Student Juried Exhibition

2009 – 2011

Joseloff Gallery, Hartford Art School

Doing Good: Design for Global Change

Spring 2010

Silpe Gallery, Hartford Art School

CADC Student Design Portfolio Scholarship Recipient

Spring 2010