

CHRIS HALL
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WORK

2024-PRESENT

SENIOR ART DIRECTOR & DESIGNER

Providing conceptual design and art direction for agencies and brands across digital experiences, brand systems, social campaigns, and interactive platforms—from strategic conceiving through execution.

2023-2024

AKQA SENIOR ART DIRECTOR

Google: Led creative design and visual execution for Google AI's social media presence across Discord, YouTube, Snapchat, and Instagram. Developed visual narratives demonstrating practical applications of AI in daily life through illustrated content and motion graphics.

2023

RAZORFISH SENIOR ART DIRECTOR

Samsung: Conceptual design and execution for a multi-channel Samsung Care campaign. Developed creative across social media platforms and retail activations.

2022-2023

FORMERLY KNOWN AS SENIOR ART DIRECTOR

Audible: Art directed multi-channel campaigns spanning direct mail, email, digital, and social media. Established new visual guidelines and creative direction for digital content and promotional materials.

2022

BARBARIAN SENIOR PRODUCT DESIGNER

Samsung: Designed interactive web experiences and user interfaces for Samsung Galaxy products. Developed and executed a digital and social campaign for the Z Flip Bespoke Edition launch.

2022

THE MARKETING STORE SENIOR DESIGNER

Cboe: Led the design of the digital identity, interactive website, email social media campaign for The Options Institute. Created banner ads and social media content for Nanos by Cboe.

2021-2022

FCB SENIOR ART DIRECTOR

AbbVie, AB InBev: Designed the VUITY loyalty brand ecosystem, including web experience, UI system, and membership materials. Created shopper campaign concepts and retail store deliverables for Bud Light.

2020-2021

THE MARKETING STORE SENIOR DESIGNER

BP, T-Mobile: Designed interactive mobile game experiences BP Rewards. Created co-branded swag concepts for T-Mobile Tuesdays partnerships with Adidas, Converse, H&M, and Postmates.

2019

ALLSTATE SENIOR ART DIRECTOR

Led the design of integrated print and digital campaigns spanning Allstate's full suite of insurance products. Crafted brand identity systems for two emerging startups.

2019

R/GA SENIOR DESIGNER

Harley-Davidson: Crafted conceptual visual campaign narratives for the LiveWire product launch, integrating augmented reality, broadcast, digital platforms, and event-based experiences.

2018-2019

VSA PARTNERS SENIOR DESIGNER

Cargill, Google, Hyatt, Naked Juice: Designed a wearable retail sales tool for Google, multi-channel campaign concepts for Naked Juice, a unified brand identity for Cargill Protein, and editorial print materials for Hyatt.

2018

SAPIENTRAZORFISH SENIOR ART DIRECTOR

Purell: Designed digital experiences for Gojo and Purell website integration, interactive UI, navigation systems, and custom search functionality.

2017-2018

WUNDERMAN ART DIRECTOR

Microsoft, Chevron: Led the art direction of virtual and physical event campaigns for Microsoft's B2B and enterprise divisions, including social media, digital platforms, and print. Created UI and social media content for Chevron's ExtraMile Extras website.

2016

FCB SENIOR ART DIRECTOR

Janssen: Expanded the Invega brand by designing a hallmark system to visually differentiate and integrate two new pharmaceuticals into the product line.

2016

STEELSERIES PACKAGING DESIGNER

Redesigned packaging across product lines, featuring commissioned illustrations from emerging artists. Created custom textile patterns and limited-edition promotional materials.

2015

LEO BURNETT DESIGNER

Fifth Third Bank: Created custom illustrations and digital assets for a cohesive social media campaign.

TECHNICAL & INTERACTIVE SKILLS

Design Software

Figma, Sketch, Photoshop, InDesign, Illustrator, After Effects, XD

Technical Knowledge

HTML5, CSS3, JavaScript, React, Next.js, GSAP, WebGL

EDUCATION

School of the Art Institute of Chicago
Visual Communication

University of Texas at Arlington
B.S. in Architecture