

# Christopher A Williams

## Creative Lead, Art

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### — EXPERIENCE

#### **ACD/ART Media.Monks New York 2020–present**

CareerBuilder, WW, Penn State, Twitch, T-Mobile, Metro, Capital One, Novo, Red Drop, Robinhood, Cider

- + Developed integrated creative brand campaigns (TVC, OLV, Digital, Social) driving brand lift and conversion KPIs.
- + Maximized production output, using modularity and efficient production techniques on all shoots ranging from \$1MM+ TVC shoots to scrappy run-n-gun social shoots.
- + Managed & mentored teams of art directors, copywriters, designers, & animators, in addition to overseeing off-shore production teams.
- + Implemented remote learning-by-osmosis opportunities for junior staffers, building engagement, increasing retention, and facilitating professional growth.
- + Day-to-day creative lead on select \$2MM+ accounts — winning pitches, driving account growth, setting strategic vision, and overseeing operations with PMs.

#### **ACD/ART & DESIGN DIRECTOR Decoded New York 2017–2020**

Visa, HP, Tommy John, Hotstar, Flywheel, Heluva Good, Planet Oat, 42 Birds

- + Concepted & produced work to bring clients into untapped whitespaces for increased performance.
- + Developed creative sprint approach for “test and learn” creative development.
- + Introduced art/copy/craft team structure to improve work quality & efficiency.
- + Initiated in-house studio for run-n-gun shoots, increasing agency offering & output.
- + Wore many hats as early agency staffer — started when Decoded was 6 people, and continued through Media.Monks acquisition at ~250 staffers.
- + Built client relationships, drove incremental revenue, won pitches & bakeoffs.

#### **FREELANCE ART DIRECTOR & DESIGNER New York + Paris 2010–2017**

MTV, Starbucks, Newcastle, Dos Equis, InBev, Food Network, Keurig, VEVO, Dropbox, Samsung, American Express, American Museum of Natural History, Various early stage NY + Paris startups

- + Created brand systems, tone of voice, and strategic positioning for startup clients.
- + Designed branded assets & experiential marketing activations for blue chip brands
- + Produced & directed photo & video shoots of products & brand content.

#### **CO-FOUNDER Givvven New York 2015–2016**

On-demand gift delivery startup in NYC, bootstrapped beta test.

#### **DESIGNER Taylor PR New York 2008–2010**

Diageo (Bulleit, Cuervo, Captain Morgan, Tanqueray, Smirnoff, Johnny Walker), MARS, Taco Bell, Subway, Haagen-Dazs, Kraft, Coca-Cola, MasterCard, NASCAR, P&G

- + Managed design department transition from staff resource to billable in-house vendor.
- + Concepted & designed branding & collateral for earned media activations.

#### **JUNIOR DESIGNER RuConcept New York 2008**

### — EDUCATION

#### **UNIVERSITY OF SOUTH CAROLINA HONORS COLLEGE**

BFA, Studio Art & Graphic Design; Minor, Art History  
Summa Cum Laude

#### **SCHOOL FOR INTERNATIONAL TRAINING Dakar, Senegal**

Lens on West Africa Photography, Summer Semester

### — OFF HOURS

Marsh kayaker  
WWOOFer  
Zillow enthusiast, Home renovation masochist

