

About Chris Noble.

Chris is a brand-thinking, absurdly detailed art director with an unwaveringly empathetic eye, lots of years at the wheel and an inherent need to learn and innovate.

A quiet, highly intelligent leader who can work solo or in a pack, Chris has done it all – mostly – and has kept everyone happy with his award-winning work and subtle sense of humor.

Not to say he's not ambitious, but he doesn't worry too much about titles or being a big cheese. He does care about doing right by his employers in any way he can, which may well be gorgeous design. What makes Chris happy and extra-creative on the job is a nice environment and work that keeps his sizeable brain' busy, whether that's branding a big brand or perfecting pixels for an app icon.

As you'd hope, he's a master of the print-relevant Adobe applications, and proficient in the video and web ones as well as SketchUp and Keynote. He can work Office, and learns any other necessary skills sharpish.

He can also shoot decent photos, illustrate (photo, vector and hand), generally run things, write – he wrote this – and, being English², make a proper cup of tea.

Here are the highlights of his career to date. References are available on request.

1: A trait from his dad, a tech boffin who invented important things including the digital image sensor. I know; I can hardly believe it either.

2: Noble has a green card – his wife is American.

Been there/done this:

Senior Designer, adidas Global Brand Design, March 2016 – present

Noble was thrown in the deep end at adidas Running. His first assignment was to create its new Extension, **laying down the design law for the brand's second-biggest category**.

After helping with the **Women's Extension and Training campaign thinking**, Noble chipped-in on Basketball, where he worked on **ideation** for the biggest b-ball-shoe launch adidas has ever done. One of Noble's ideas became the basis of the whole campaign.

The **VP of Brand Design** then pulled him onto helping create adidas's new and mighty **NYC flagship store**. Noble designed big and small, from walls to gift cards. Wayfinding, **much-shared** graphical walls, footwear walls, retail tools, evergreen comms, shopping bags and much more – a heavy dose of the design that now entrances the flagship's many visitors.

After the store opened, product launches began. Working with tight schedules, Chris was integral to creating **super-premium launch zones and window displays**. On top of that, rethinking other areas of the store was on his plate. Need a tier 2 launch zone with reusable launch tools and interactive thinking? Chris can design that. Swap out an area for something more effective? Chris is on it.

NB: adidas Global Brand Design is to yield control of NYC flagship to the BUs in August, as scheduled.

Sole Proprietor and Maker, Chroble, May 2014 – present

With his kids' Lego minifigures having nowhere to stay put, Chris designed and now builds and sells a gorgeous solution: exactly made walnut display shelves for the little plastic people, good enough for any swanky workspace or well-kept kid's room.

He also built a mini photo studio, shot the photos, made the website and does the Etsy thing. He's handy like that.

Art Director, MEDIAmerica, January 2014 – Feb 2016

Chris put his back into **art directing Oregon Business** magazine and its **events** and made a hugely positive difference to the brand's look and feel and bottom line. Having a tight budget and multiple talents, Chris also did the vast majority of the **illustrations, infographics** and some **photography** while keeping his staff photographer, photo-interns and freelancers busy with well-directed assignments.

Freelance design, 2007 – present

Chris has had some long-term work while in the wild – see below – and worked on **retail, environmental, promotional, packaging, clothing graphics, advertising** and **websites** for **Nike, Eddie Bauer, Agave Denim**, an eco baby store, a couple BMX brands, professional services, a start-up yoga brand and others.

From 2010 to 2014 he was **Art Director** of the California-based **Snowboarder Magazine** and its various channels from **events** to **video**. Chris redesigned everything from day one to much good cheer and applause, including a new logo with upside-down “ΣΝΩΒΩΡΔΗ” long before Comedy Central did it. During his time there, the mag was the only one in the sector defying the print magazine downturn.

Noble won a fancy design award for *Level* and considers that magazine his baby, even though the print version died young – as only the good do. In 2009, largely to learn **web code and design**, he made and managed **Levelmag.com**, built with the **CMS** 'Textpattern', **CSS, HTML** and a little **PHP, jQuery** and **Javascript**. (It's been unattended since 2012.)

For the 18 months after selling 4130 Publishing Ltd – see the next bit – Chris continued as Art Director of *Ride* and all its design needs including **digital** and **motion graphics**, from his then-home in California. He also **wrote** most of the coverlines and picked the pull-quotes, chosen to be compelling and intriguing.

Creative Director and co-owner, 4130 Publishing Ltd, England 1994 – 2007

On a shoestring, Noble **co-founded** the much-heralded 4130 Publishing Ltd, organically growing it as **company director** and **creative director** to publish six leading lifestyle and action-sports magazines.

During this time he also designed for third parties whose businesses ranged from **fashion** to **high-tech** consultancy. (He sold the company at the end of 2006 and upped sticks to the USA.)

Here's what he got up to:

Leadership and direction of creative and **operations**, including **hiring**.

Mentored creative staff with a gentle hand, tickling out their artistic potential to great effect.

Art direction, design, production, publishing and a little **writing** and photography for *Level*, a life/style magazine. *Level* **won** the UK's coveted “Magazine Design Awards” gong for “**Best Designed Consumer Magazine of the Year**.”

Long-running AD of *Ride BMX Magazine (UK)* and all related **collateral** from **point-of-sale** to **B2B**.

Hands-on design and **production** of one magazine all of the time and all of the magazines some of the time.

Design and production of all **corporate art** requirements.

Design and production of all **motion graphics for video output**.

IT management.

Graphic design for **James Holder**: production and co-design of **apparel, merchandising** and **POS/retail** artwork for Bench, Onfire, Idea B and Judo clothing brands and The Big Baguette Store under the direction of the one and only James M. Holder, co-founder and Creative Director of **Superdry**.

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