

About Chris Noble.

**Big Brand Design
Collaboration
Campaigns
Ideation
Environments**

Chris is a brand-thinking, absurdly detailed creative/art director with a mind for compelling, meaningful design, lots of years at the wheel and an inherent need to learn and innovate.

A thoughtful, effective 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.

As you'd hope, he's a master of the print-relevant Adobe applications and very good in the video and web apps as well as Keynote. He can work SketchUp, Office, and code, 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 English¹, make a proper cup of tea.

Here is a snapshot of his career to date. (Zoom in to the small print for further backstory.)

1: Noble has a Green Card.

**Creative Direction
Design Ownership
Tight Deadlines
Team Leadership
Presentation**

**Creative Director,
Fiction creative agency,
June 2018 – Present**

• Campaign concepts, direction, copywriting and team leadership for adidas Horizontal Concepts creative.

**Senior Designer,
Big-Giant creative agency,
October 2017 – June 2018**

- Design/lead for 2D/3D retail, exhibit and environmental for Nike, Converse, and Western Union's HQ.
- Quick-turn ideation, creative direction and team leadership.
- Brand design, video and animation direction/execution for happy clients.

**Senior Designer (LTD),
adidas Global Brand Design,
March 2016 – August 2017**

- Built out new adidas NYC flagship retail store with environment and evergreen design and graphics, visual storytelling, wayfinding, collateral design and much more.
- Flagship store ground floor product "launch zone" design including experiential installations, premium window displays and consumer journey.
- Laid a firm foundation for the global workplace design guidelines during his last few weeks with the brand.
- Created creative direction directive for Running category.
- Ideation for Basketball, Training and Women's categories' campaigns.

Noble was thrown in the deep end at adidas Running. His first assignment was to create his new Extension, laying down the creative direction for the brand's second-biggest category in fifty concise pages. When adidas moved Running brand design to Europe, Noble pitched in on the Women's Extension and Training Campaign direction, then Basketball, team working on creative ideation for the biggest 5-kilometer launch adidas has ever done. One of Noble's ideas became the basis for the whole campaign. The VP of Brand Design then pulled him onto adidas new and celebrated NYC flagship store. Noble designed big and small, from walls to gift cards. Wayfinding, much-shared graphical walls, footwear walls, retail tools, evergreen content, 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-amenity launch zones and window displays. On top of that, refreshing 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. He finished up at adidas working on the NYC store, when his LTD contract had been extended as far as internal rules allowed, there was no headcount for FTE and no budget for freelance.

**Rebranding
Art Direction
Events
Multidisciplinary
Budgeting**

**Art Director, MEDIAmerica,
January 2014 – March 2016**

- Own creative direction and design of the company's flagship magazine, *Oregon Business*, and its products and channels.
- Rebranding to improve positioning and increase consumer appeal and respect in the marketplace.
- Build materials for digital, events, print and marketing in those spaces.
- Hire and lead creative staff and contributors.
- Keep everything under budget.

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

**Freelance creative/designer,
2007 – present**

- Art direction and design for a variety of clients including adidas, Nike, Eddie Bauer, retail stores, lifestyle and sport clothing companies and media brands.
- Design for branding, retail, environmental, marketing, packaging, video and motion graphics, animation (artistic and informational), clothing graphics, collateral and websites.
- Re/branding and art direction of genre-leading sports magazines and supporting channels.

Chris has had some long-term work in the web – see below – and worked on retail, environmental, promotional, packaging, clothing graphics, advertising and websites for Nike, Eddie Bauer, Agave Denim, retail stores, boutique breweries, professional services, startups and others. From 2010 to 2014 he was Art Director of the California-based Snowboarder Magazine and its various channels from events to videos. Chris indulged himself from time to time to match good beer and gelato, including a new logo with upside-down "MAGAZINE" long before Connelly Central did it. During his time there, the mag was the only one in the sector doing the print magazine downtown.

Noble won a fancy design award for Level and considers that magazine his baby, even though the print version died (and – as only the good die – in 2016, largely by his own web-code and design. He made and managed Level+mag.com, built with the CMS Textpattern, CSS, HTML and a little PHP, jQuery and Javascript. It's been unimpaired since 2012.)

For the 18 months after selling ASD Publishing LTD – see the next bit – Chris continued as Art Director of Nike 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.

**One-man show, Chroble,
May 2014 – July 2018**

- Idea, design, R&D and hand-crafting of product, photography, brand design, and all of the digital.

With his kids' Lego minifigures having nowhere to stay put, Chris invented and now builds and sells a gorgeous solution: exquisitely made, retail display shelves for the little plastic people, good enough for any swanky workshop or well-lit kid's room. He also built a mini photo studio, shot and shipped the photos, made the website and does the Etsy thing, as well as the Gmail and Amazon. He's handy like that. Stop put on hold with Fiction agency Creative Director role start

**Creative Leadership
Business Thinking
Cross-Functional
Hiring & Mentoring
Multidisciplinary**

**Creative Director and
co-owner, 4130 Publishing
(England), 1994 – 2007**

- Co-founding and -ownership of the company and all responsibilities that go along with that, from finances to hiring to basic logistics.
- Ownership of company-wide, multi-brand creative.
- Award-winning art direction and design for some of the magazines all of the time, and all of the magazines some of the time. (The magazines ranged from life/style to sports.)
- Ownership of marketing for all brands including print, video, retail, digital, events and influencers.
- Day-to-day running of the company, hand-in-hand with co-owners.
- Building the company from a bootstrap to a world-renowned, market- and genre-leader.
- Leading a hand-picked and happy creative team.
- Leading creative projects for third-party clients, from eateries to fashion.

NB: In 2006 Chris and the other owners got an offer they couldn't refuse and sold the company.

On a shoestring, Noble cofounded the much-loved ad4130 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 successful company at the end of 2006 and spent sticks in the USA.

Here's what he got up to:

- Leadership and direction of creative, content and operations, including marketing and hiring.
- Member creative team with a gentle hand, ticking out their artistic potential to seemingly magical 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 Award" going for "Best Designed Consumer Magazine of the Year".
- Long-running AD of Nike BMX Magazine (UK) and all related collateral from point-of-sale to BSB.
- 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.
- FF management.
- Graphic design for James Holder, production and on-design of apparel, merchandising and POS/retail artwork for Baruch, Chiffre, Issa B and Ludo clothing brands and The Big Baguette Store under the direction of the cofounder and Creative Director of Superdry.

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