

# About Chris Noble.

**Big Brand Design  
Collaboration  
Campaigns  
Ideation  
Environments**

**Chris is an insightful, brand-enhancing creative director with a mind for relevant, compelling creative and meaningful messaging, lots of years at the wheel and a knack for great leadership.**

Thoughtful, conscientious and effective, he can work solo or in a pack and keeps everyone happy with his award-winning work, collaborative instincts and subtle sense of humor.

As you'd hope, he knows his software and is not afraid to use it. He has the Adobe design apps down and is not too shabby in the motion ones as well as Keynote and SketchUp.

For bonus points, he can also write engaging copy, shoot decent photos, illustrate (photo, vector and hand), generally run things, and, being English<sup>1</sup>, 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 – October 2018**

- Campaign concepts, direction, copywriting and team leadership.
- CD for adidas Holiday '18 global campaign: concept, narrative, photostory direction, graphic direction, copy writing, management.

Chris applied for a Design Director position, but was awarded a CD title. His role was to lead the creative for adidas '18 global campaign, starting with a major, conceptualized and creative, multi-concepted campaign. Holiday '18. It turned out to be a trial by fire he came out a little scorched but with good work in the bag and much learn for next time. However, due to many creative re-orgs at adidas, especially work from the creative side, materialize, and the agency already downloaded and changed times away from creative work. Five of us were let go.

**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 "launch zone" design including experiential installations, premium window displays and consumer journey.
- 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 its new Extension, laying down the creative direction base for the brand's second biggest category in the consumer space. 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 9-ball shoe 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's new and celebrated NYC flagship store. Noble designed big and small, from walls to gift cards. Wayfinding, much shared graphic walls, footwear walls, retail tools, evergreen comms 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. He led the 2'x2' launch zones with reusable launch tools and design that, despite their size, blew out an area for something more effective? Chris is on it.

He finished all adidas work on the NYC store and being a firm foundation for the global workshop design guidelines, when his LTD contract had been extended as far as internal roles 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**

- Owned creative direction and design of the company's flagship magazine, *Oregon Business*, and its products and channels.
- Rebranded to improve positioning and increase consumer appeal and respect in the marketplace.
- Built materials for digital, events, print and marketing in those spaces.
- Hired, managed and directed creative staff and freelancers.
- Kept everything under budget.

Chris got 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 hired busy with well-defined assignments.

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

- Art direction and design for a variety of clients including adidas, Nike, Keen Footwear, retail stores, lifestyle and sport clothing companies and media brands.
- Design for branding, retail, digital, 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 while in the wild – see below – and worked on retail, environmental, promotional packaging, clothing graphics, advertising and websites for Nike, Eddie Bauer, Aquatic Design, retail stores, bicycle brands, professional services, startups and others.

From 2006 to 2014, he was Art Director of the California-based *Showerdoor* 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 social icons. "MAGAZINE" long before it was commonly Central id'd. 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 die in 2009, target to learn web code and design, he made and managed Levelinmag.com, built with the CMS Textpattern, CSS, HTML, and a little PHP, jQuery and Javascript. It's been overhauled since 2012.

For the 18 months after selling 4130 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 – present**

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

With his Nike Logo Infographics having nowhere to stay out, Chris invented and now builds and sells a gorgeous solution: exactly made custom display shelves for the little plastic people, good enough for any swanky workshop or mini photo studio, shot and retouched the photos, made the website and does the Etsy thing, as well as his Cartel and Amazon. He's hardly like that.

**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 shooting, Noble cofounded the much head-led 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 successful company at the end of 2006 and spent sticks to the USA.

Here's what he got up to:

- Leadership and direction of creative, content and operations, including marketing and hiring.
- Mentored creative staff 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 lifestyle 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 covers and all coverlines.
- 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 Baruch, Chiffre, Issa B and Auto clothing brands and The Big Baggage Store under the direction of the cofounder and Creative Director of Supernity.

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