

Chris Noble

does this/did that

Using his deep and natural insight, Chris enhances brands with creative that is resonant, aspirational, compelling and 100% gorgeous.


Chris is a proven Senior Designer, Art Director and Creative Director. With solid aesthetic senses and a knack for problem solving, he crafts concepts, visuals, messaging and delivery to connect and engage with each audience.

A thoughtful, effective and conscientious leader, he keeps teams and clients happy with his award-winning work, collaborative instincts, ever-broadening skill set, openness and wry sense of humor.

Here is a brief snapshot of Chris's career to date. He'll be happy to fill you in on the details.


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 Portland, Oregon, USA

 **Tech wizardry:** Adobe InDesign, Photoshop, Illustrator, Keynote, macOS.
Tech capable: After Effects, Premiere, SketchUp, Dreamweaver, Animate, Office, HTML, CSS.
Relocation: Possibly.

Freelance Creative Director, ongoing

- Creative direction: Engaging art direction and compelling copywriting for branding projects, campaigns, activations, events, publications and digital experiences.
- Design: Brand design, digital (UI, websites, social, advertising), retail, environmental, presentation, packaging, collateral, apparel graphics, video, animation and motion graphics.
- Clients: **adidas, Nike, Keen, HereNow, Asics, Denton-Cardew Design, Tangram, Snowboarder Magazine**, plus various lifestyle, action sports, tech and media brands.

Fiction creative agency, Creative Director, 6/2018 – 10/2018

- Chris conceived adidas's Holiday '18 global campaign in three weeks as the pre-Chris ideas had been rejected. With no time to waste, he brainstormed the basic narrative with an external copywriter then rallied with his team to build it out and hone it to approval on time.
- Campaign concept, narrative, London photo shoot direction, art direction and build, copywriting for all touchpoints, creative team leadership, freelancer and international production crew engagement and client interaction.
- Note: Tenure cut short on the agency's abrupt downsize and reorg.
- Client: **adidas**.

Big-Giant creative agency, Senior Designer, 10/2017 – 6/2018

- Design/lead for large-scale retail, exhibit and environmental projects.
- Quick-turn ideation, creative direction, team leadership and mentorship.
- Brand design, video and animation direction/execution for digital and retail spaces.
- Clients: **Nike, Converse, Western Union, FitBit, Wrigley**.

adidas Global Brand Design, Senior Designer, 3/2016 – 8/2017

- 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 major Basketball campaign plus Training and Women's categories' campaigns.
- Built adidas global workplace design guidelines.
- Note: This was a contract position which adidas stretched as long as they could.

MEDIAmerica, Art Director, 1/2014 – 3/2016

- Art direction and design of the company's flagship magazine, *Oregon Business*, plus its branded products and channels.
- Rebranded the publication to greatly improve positioning and increase consumer appeal and respect in the marketplace, from a typical low-budget regional magazine look to a sharp and sophisticated direction more akin to *Bloomberg BusinessWeek*.
- Designed materials for digital, events, print and marketing in those spaces.
- Hired, managed and directed creative staff and freelancers.
- Kept everything under budget and on schedule.

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

- This goes way back to the start of his career, but it was a foundational period. Chris developed his DIY attitude growing up skateboarding, BMXing and thrashing junkshop bikes around the local woods. He combined this passion for the artful, disruptive world of action sports with his aesthetic instincts to spark his creative career.
- On a shoestring, Chris cofounded 4130 and its lifestyle and action sports media brands. His creative direction shaped *Level, Dirt MTB, Ride BMX UK, Moto, Document Skateboard* and more into globally revered product lines.
- Chris's creative and business hustle, progressive thinking and pursuit of authenticity generated consistent success, and his open, empowering style of leadership fostered employee happiness, growth and productivity.
- Concurrently, Chris designed for third-party clients from retail to eateries to fashion (for SuperDry founder James Holder) until he sold the company at its peak in 2006.