

Chris Drew

Creative Director

chrisdrewdesigns.com

CONTACT

chrisdrewdesigns@gmail.com

TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe InDesign

Figma

Higgsfield

ElevenLabs

Claude

Claude Code

OpenClaw

Blender

SKILLS

Branding

3D Design

Illustration

Motion

Editing

Web/UI/UX

AI Production

Generative Video

ABOUT ME

Creative director with 8 years across brand, motion, and digital design, now building brands end-to-end — positioning, identity, packaging, and performance creative. Recently rebuilt a supplement brand across three product lines and helped develop an AI-assisted production pipeline, taking concepts through finished video, imagery, and sound in-house. Bias toward systems that scale past a single designer.

EXPERIENCE

Creative Director

Tonum | Jan 2025 - Present

Led the full rebrand from positioning through launch spanning brand strategy, visual identity, mascot system, and packaging across three product lines (Motus, Motus-Lyte, Nouro). Helped build an in-house AI-assisted production pipeline for video, product imagery, and sound design, replacing agency spend and cutting campaign turnaround. Developed Meta creative strategy end-to-end: a layered funnel leading with third party research credibility for cold audiences before retargeting into direct response. Wrote and directed UGC style video advertising, from hook and script through generation and final edit.

Graphic Designer

Kyndryl | Feb 2023 - Jan 2025

Advanced brand standards for a global enterprise of 72,000 employees, producing digital and print assets for internal communications and external brand partnerships.

Graphic Designer

Deckhand Design | Aug 2022 - Feb 2023

Pre-visualized on stage trade show sets in 3D and produced 3D logo animations, allowing stakeholders a way to evaluate environmental design before build. Built a custom PowerPoint template system for internal and client facing decks, standardizing brand presentation and letting non-designers produce on brand material without design support.

Teacher/Mentor

Fusion Academy SD | Digital Media Arts | Oct 2021 - Aug 2022

Designed and taught curriculum across five disciplines: Digital Media Arts, 3D Design, Additive Manufacturing, Photography, and Multimedia Arts, building individualized learning plans for 8+ students. Mentored students one-on-one through critique and revision, adapting technical instruction across a wide range of skill levels.

EARLIER EXPERIENCE

Graphic Designer

RA Capital Management | May 2021 - Aug 2021

Freelance Designer

Chris Drew Designs | Nov 2020 - May 2021

Motion Graphic Designer

Putnam Investments | Jul 2019 - Nov 2020

Graphic Designer

Takeda Pharmaceuticals | Nov 2018 - May 2019

Graphic Design Intern

Small Army | Aug 2017 - Dec 2017

EDUCATION

Endicott College, Beverly MA | Bachelor of Fine Arts, Graphic Design | 2018