

CHRIS MOORE

LOVER OF BIG IDEAS. FINDER OF NEW WAYS. HATER OF SPREADSHEETS

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ABOUT ME

At the heart of any good design is a good concept. It's easy enough to make something that looks good, it's harder to make something that looks good and tells a story, with *character*. This is the kind of challenge I'm interested in – design work that goes above and beyond just appearances. I like to think big-picture, I like to build whole systems, and I like to find ways to stand out rather than fit in. If that sounds like someone you're interested in working with, then please give me a call, I'd love to talk.

- ▶ 9 Years experience as studio and freelance designer
- ▶ 7 Years experience in print production and management
- ▶ Highly proficient in Adobe Creative Suite & Microsoft Office
- ▶ Expertise in designing creative for print, digital, video & interactive avenues
- ▶ A varied complimentary skillset which enhances design outcomes

EXPERIENCE

FINN Auto GmbH (Car Subscriptions)

Senior Creative Designer: January 2023 – Present

Focussing on brand and brand strategy, I am currently leading FINN's design resource to take them from successful startup to a world-known brand.

Re-defining and re-positioning the entire brand, including guidelines, social media strategy, overseeing photo shoots & video productions, and more.

Connells Group (Real Estate)

Lead Designer / Studio Manager: March 2020 – January 2023

Previously Senior Designer: July 2018 – March 2020

Leading the design team (including hiring and general management duties), in conceiving and rolling out advertising campaigns and branding for ~80 estate agency brands across the UK. This included rebranding newly acquired agencies and delivering concepts for both long and short-term campaigns, and the design of all business support materials for both internal and external use.

Media 10 Ltd (Design Events & Publishing)

Marketing Designer: December 2016 – July 2018

At Media 10 I created marketing collateral for a range of design-focussed magazines and events including ICON, OnOffice, Grand Designs Live, 100% Design and Design Shanghai. During my time with the company I re-designed the website for Good Homes Magazine, gaining a 260% increase in page views, and modernised email templates for all titles, resulting in more click-throughs on both adverts and editorial content, and vastly improved subscriber retention rates.

Amplitude Media (Creative Agency)

Freelance Designer: 2014 – 2018

My work for Amplitude included murals, logo design, layout for lookbooks and catalogues, record sleeves, and identities for music festivals. I was often brought in to work on projects which were outside the abilities of their full-time employees, particularly those which required a more physical approach (murals, hand-made graphics etc).

QUALIFICATIONS

Degree:

- ▶ BA Graphic Communication (First)

A Levels

- ▶ English Language
- ▶ English Literature
- ▶ Media Studies
- ▶ Art, Film & Video

ABILITIES

Adobe Creative Suite:


- ▶ InDesign
- ▶ Illustrator
- ▶ Photoshop
- ▶ After Effects & Premiere
- ▶ XD & Figma


Other Abilities:

- ▶ Photography
- ▶ Illustration
- ▶ Calligraphy & Hand Lettering
- ▶ Murals

INTERESTS

- ▶ Type Design
- ▶ Brutalist Architecture
- ▶ Retro Games
- ▶ Cyanotypes

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