



CHRIS MOORE_

CV

OVERVIEW

A genuinely creative designer with more than enough ideas to tackle any project. A very fine eye for detail honed over ten years in the industry and a lifetime of fascination with art and visual culture.

Over the course of my career I have developed a wide skillset, having worked in nearly all areas of branding and marketing across a wide variety of industries and demographics – everything from highest-end premium through to economy, young to old audiences, and traditional print media through to motion graphics, UI and UX.

I began my career as a marketing designer and freelancer, and quickly moved into senior and design leadership positions – something I have enjoyed immensely as I love passing on my knowledge of design and aesthetics to anyone who is interested. I have also taught workshops on art & design related subjects to this end.

I am currently looking for a new role where my natural passion for innovative ideas and playful creativity can be used to it's full potential – working with like-minded individuals who love, love, love design.

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.

This has involved re-defining and re-positioning the brand during a growth period both in their native Germany and expanding into the American market. Creating brand guidelines, defining brand strategy, producing advertising campaigns, overseeing photo shoots & video productions, testing and iteration of new website features, and more.

Working at a startup like FINN with a flat hierarchy and little direction has encouraged a very pro-active and self-initiated approach in my work.

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, budget and management duties), in conceiving and rolling out advertising campaigns and branding for ~80 estate agency brands across the UK and internationally. Another key part of my role was modernising internal support materials to move from outdated print to interactive digital solutions.

During my time at Connells I was promoted from Senior Designer to Design Lead and led the design team through a difficult period during the early pandemic and on to successful growth.

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 publications, and industry & consumer events including – ICON, OnOffice, Grand Designs Live, 100% Design, Design Shanghai and the yearly London Design Festival.

During my time with the company I re-designed the website for Good Homes Magazine, gaining a 260% increase in page views, modernised the CRM approach across the company, resulting in more click-throughs on both adverts and editorial content, and vastly improved subscriber retention rates.

I was also awarded the Media10 'Rising Star' award for excellent performance in my first year with the company.

Amplitude Media (Creative Agency)
Freelance Designer:
2014 – 2018

My work for Amplitude has included murals, logo design, layouts for lookbooks and catalogues for fashion labels, record sleeves, and identities for music festivals.

I have often been brought in to work on projects which were outside the abilities of their full-time employees, particularly those which required a more physical approach (such as murals, hand-made graphics, lettering and illustration).

I still engage in freelance work for a variety of clients, which helps me to stay adaptable and ensures I don't become over-reliant on a specific style of design.

QUALIFICATIONS

Degree

- BA Graphic Communication (First)
University of Northampton, UK

A Levels

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

SOFTWARE


- InDesign
- Illustrator
- Photoshop
- Lightroom
- Audition
- After Effects
- Premiere Pro
- XD / Figma


SKILLS

- Photography
- Illustration
- Videography
- Murals

INTERESTS

- Type Design
- Brutalist Architecture
- 90'S Arcade Games
- Cyanotype Printing

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