

# CHRIS MOORE \_

# ABOUT ME

An artist working as a designer. I have been working professionally in the design industry both in-house and freelance for over ten years. While also maintaining personal and professional creative interests in photography, fine art, muralism, print-making and other creative disciplines.

The words 'creative' and 'creativity' get thrown around a lot in the world of graphic design. I've been around long enough and sat in enough meetings and brainstorming sessions to have realised that what passes for creativity is all too often re-hashing ideas that have already been done perfectly well by someone else, but with a fresh coat of paint.

I am passionate about ideas, about finding innovative, memorable, surprising ways to communicate even the most mundane messages. Finding these joyful solutions to interesting problems is what gets me to work every morning. I don't want to do what everyone else is doing, I don't want to make 'our version' of something that already exists, I want to work with people who have vision and ideas and genuine *creativity*. I want to bring my internal drive to be constantly thinking and making and exploring into my professional work, as much as it drives my personal work.

There is nothing more fun than making things.

"If Chris was to be available in the future, I would not hesitate to offer him a role back in the Connells Group Design Studio"

Jeremy Briggs  
Group Marketing Director @ Connells Group

"I couldn't recommend Chris highly enough, professionally and personally. He will be an asset to any company lucky enough to find him"

Alison Muir  
Design Studio Manager @ Connells Group

"Chris is a very talented graphic designer and a real asset to Media10. Creative and hardworking, Chris would be a great asset to any creative firm"

Kerry Thomas  
Brand Marketing Designer @ Media10

"Chris made our campaign look incredible. We needed his creative design input and through careful consideration, he worked through our requirements and delivered a stunning end result. Highly recommended!"

James Thompson  
CPO @ Speculo Ltd



# LOGOS

It all starts with a logo.

Some of my favourite logos I have worked on recently, utilising a variety of approaches – illustration, hand lettering, simple logotypes and brand marks. I have had the pleasure of working across a variety of industries and clients, each with very different needs – and as a result, very different solutions for their logos.



**Bicycle Users Group**  
Cycling advocacy group



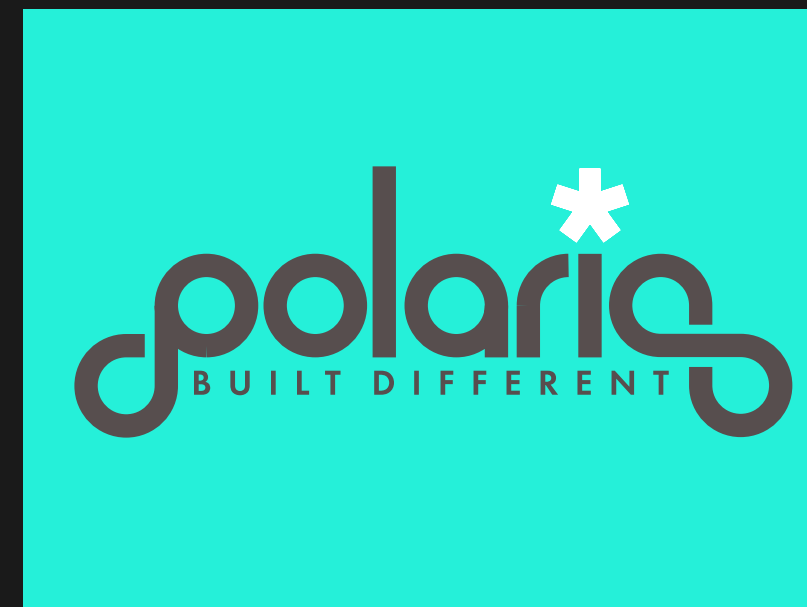
**Wandering Tern**  
Subscription travel books service



**Gather Records**  
Manchester-based record label



**Slater Hogg Mortgages**  
Scottish mortgage provider



**Polaris**  
Bespoke Industrial construction



**NOAH**  
I.T. Solutions Consultancy



**CNN Roofing**  
Roofing and scaffolding group



**Our Best Life**  
Personal coaching and recovery



**FeedForward**  
Brand analysis & strategy

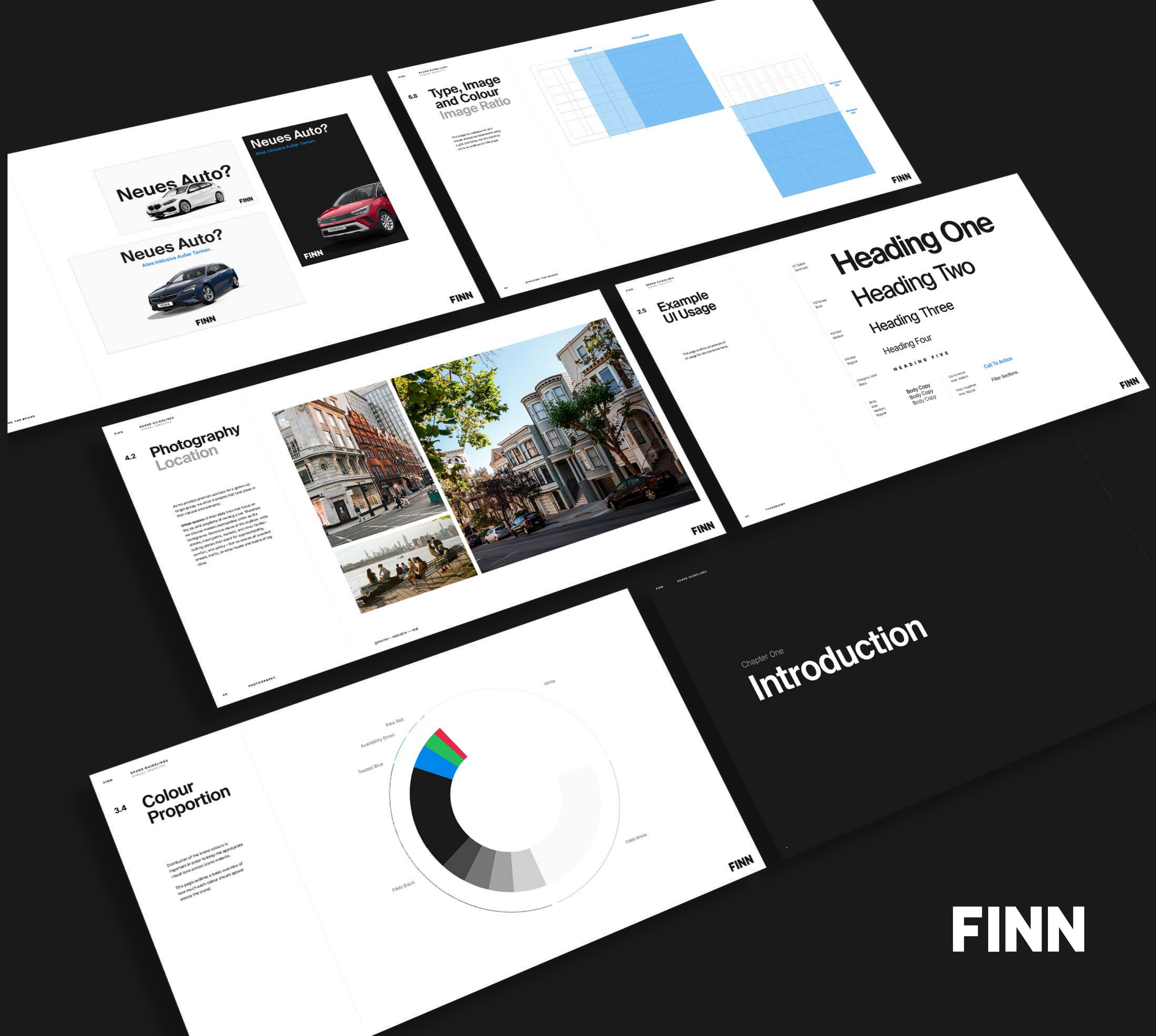
# BRANDING: FINN

FINN Auto GmbH is a market-leader in the relatively new space of car subscriptions. A rapidly-growing startup – it has attracted a high level of investor interest and grown to over 400 employees in just a few short years.

Over the last year the main focus of my work at FINN has been defining, recording and communicating the brand for this fast-growing startup. In a short space of time the company's reach and headcount has increased dramatically, so comprehensive guidelines for everything from logo use to corporate language and brand personas have been critical in maintaining brand consistency during this growth period.

2024 is shaping up to be an even bigger year for FINN, so brand strategy and the planning of next steps to expand on these solid foundations are the priority for the new year.

[SEE THE FINN STYLE GUIDE](#)



# FINN

# BRANDING: JOHN D WOOD

John D Wood & Co. is one of the oldest and most prestigious real estate agencies in the United Kingdom, with offices in Kensington, Chelsea and Mayfair, and an international network of partners; they provide the highest-quality of properties and services to discerning clients both in the UK and internationally. These clients range from young professionals to overseas property investors, to career landlords and developers.

With these diverse demographics in mind, I created a range of branding solutions which maintain a quality, heritage style while allowing the freedom for more modern typographic creatives and importantly - a dash of self-referential humour.

SEE THE JDW BRAND BOOK

**In an online, email centric world, there are still those who prefer pen and ink**

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*Why leave your most valuable asset unprotected?*  
To show our commitment, we are offering our property management service free for three months.\*

*\*The offer commences 15th May and closes 31st August 2020. Full Terms & Conditions apply. For full details visit [johndwood.co.uk/small-print](http://johndwood.co.uk/small-print)*

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**JOHN D WOOD & CO MAGAZINE**  
LONDON, COUNTRY & INTERNATIONAL PROPERTY | LIFESTYLE NEWS | WINTER/SPRING 2021-22

*Jane Jenrick talks Renters' Return Clapham Calling  
10 Years of Jo Malone fragrances Secret Sales:  
How off market can work for you Short Lets  
How To Dress Your Property*

**JOHN D WOOD & CO**  
London, Country & International Property

**In a short-stay, couch-surfing world, there are still those who dream of a forever home**

*Rather good estate agents*

**JOHN D WOOD & CO**  
London, Country & International Property

[johndwood.co.uk](http://johndwood.co.uk)

# ADVERTISING CAMPAIGNS


The essence of any good advertising campaign is a good concept – something clever and surprising but easy to understand, which tells a story in a way that resonates with it's audience. Finding these concepts is what I enjoy most as a designer – the sheer joy that a good concept can bring. That 'A-ha!' moment when the client or customer sees the message brought to life and made surprising and joyful.

I have been creating concepts and art-directing for both sales and brand campaigns for many years now, and I pride myself on my ability to inject humour, personality and emotion into even the most mundane communications.



Last year **£7,200,000,000** was lost to corporate tax evasion and avoidance in the U.K. that's **£13,698** every minute, or **£228** every second.

Most of us pay our tax, but some have a finger in every pie and take more than they give. Don't get under-cut - Speak to your MP about Tax Avoidance.



In a short-stay, couch-surfing world, there are still those who dream of a forever home

*Rather good estate agents*

**JOHN D WOOD & CO.**  
London, Country & International Property

Moving pains #692


# The Grumble in the Jumble



Ahh yes, we've seen this one before. It's a classic. Never fear though, we handle absolutely everything else for your move, leaving you more time for packing panic.

**Frank Innes**

## A car that lets you skip the DMV.



# FINN.com

## Explore Berlin like a local

With the BVG app




**BVG**

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## FINN

### Find your car for those quick deliveries



**Bairstow eves**

*Not sure how much you can borrow?*

# ASK HELEN

Don't stress, Helen has access to 1000's of mortgages and will accurately identify the right one for you.

Helen Personname  
Mortgage Advisor – Leicester



# MOTION GRAPHICS & VIDEO

With the ever-increasing need for compelling video content and adverts – motion graphics and video editing have become a larger part of my work in recent years. Something which I've embraced as it affords a lot more potential for storytelling and emotion than other mediums.

On this page are a handful of personal and professional motion projects from the last twelve months, largely created in Premiere Pro and After Effects, with a mix of original and stock video.

Please click the thumbnails to enable the videos

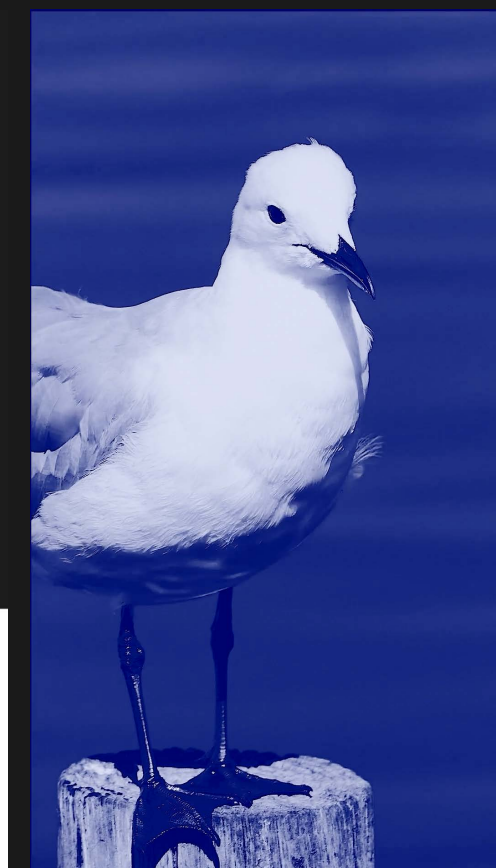
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From \$519 per month all inclusive



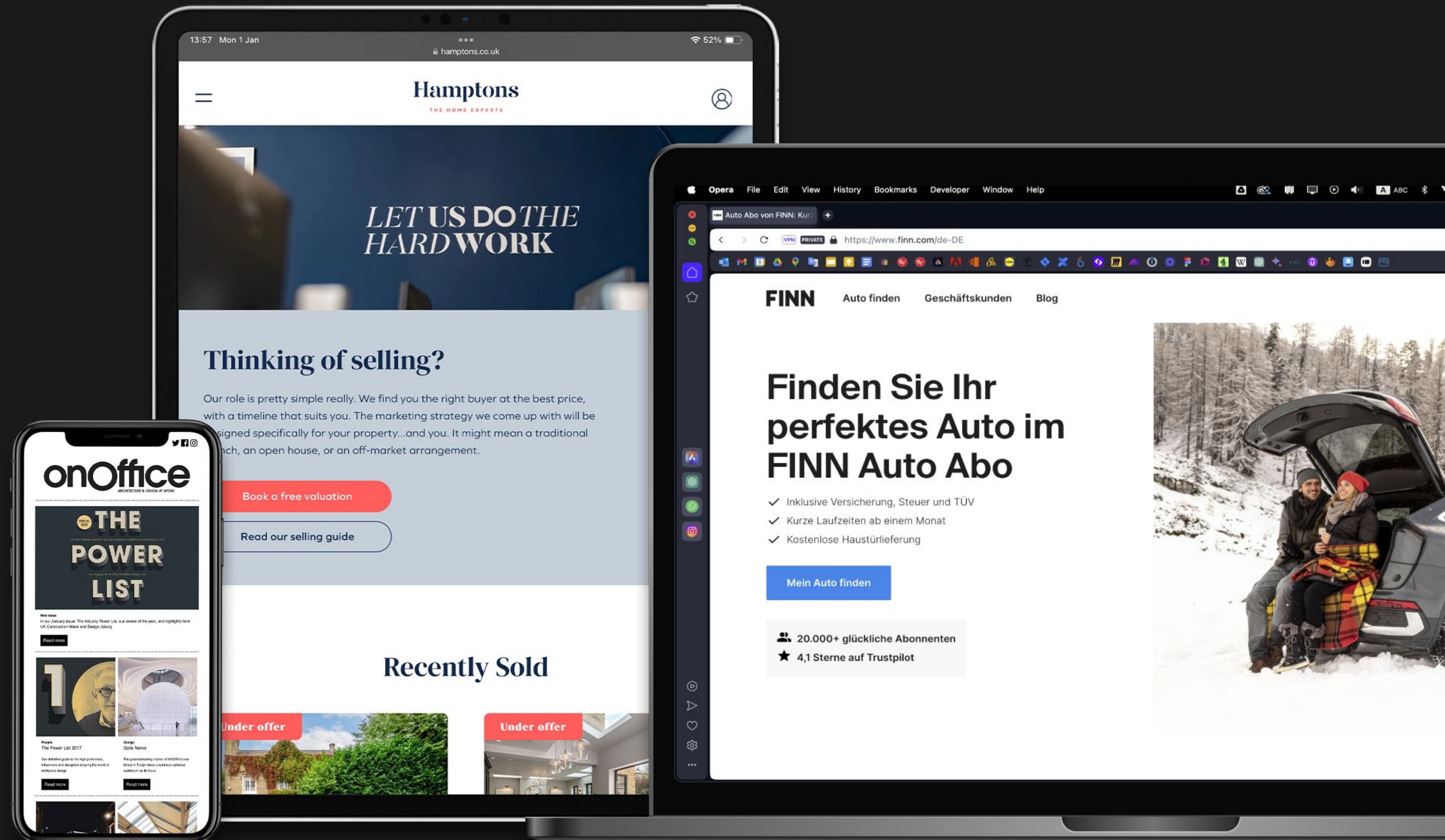
# WEBSITE & CRM DESIGN

Collaborating with product and UI / UX designers to bring brands to life both online and in-app has been a large part of my work in recent years. Ensuring consistency of brand and emotion over interactive and passive touchpoints has never been more important than it is now.

Finding the right approach which conveys the character of the brand while maintaining frictionless usability can sometimes be a balancing act – as a result I have become accustomed to working in a data-centric and results-driven manner, with testing and iteration as a key part of the process.

SEE THE HAMPTONS WEBSITE

SEE THE FINN WEBSITE

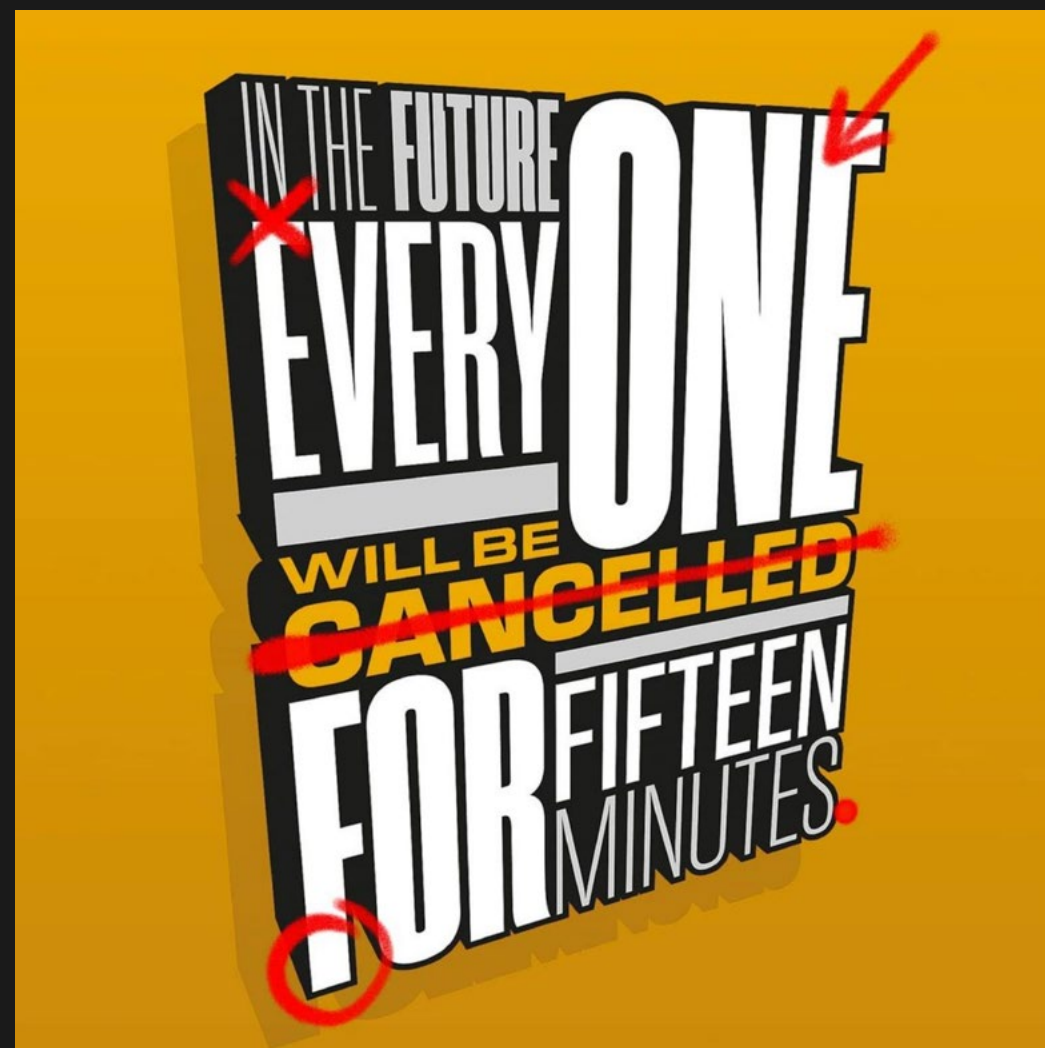
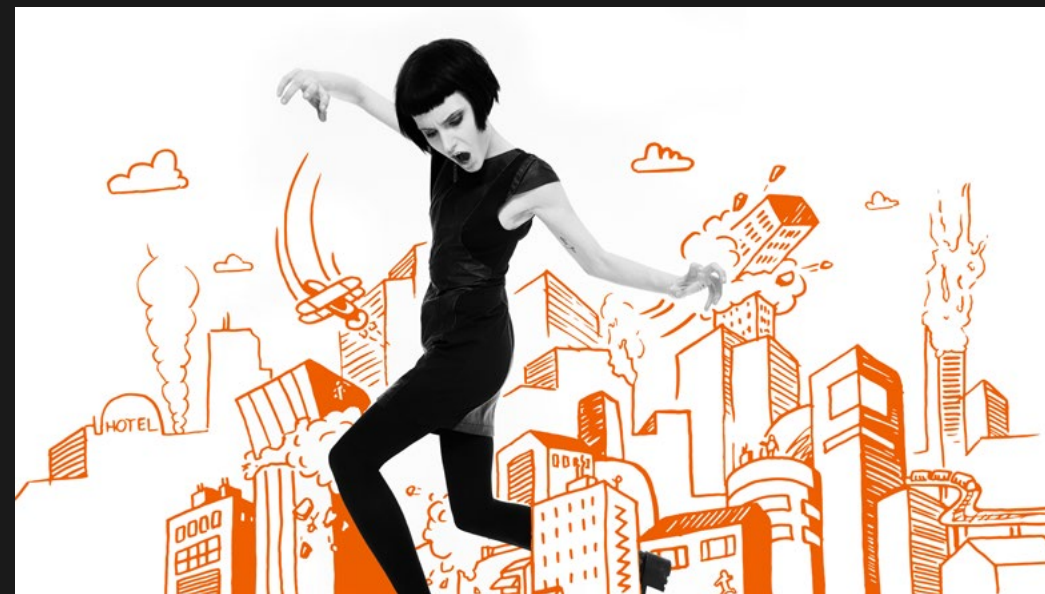
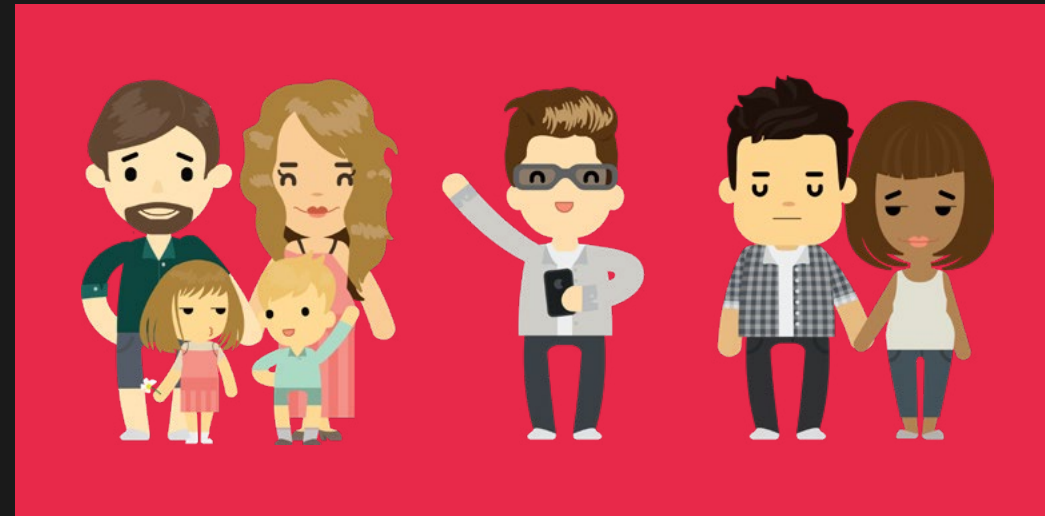




# ILLUSTRATION & TYPE DESIGN

In addition to my core skillset in branding and design, I am also a keen illustrator, capable of working across a variety of styles and techniques. This also extends to type design and hand lettering, both physical and digital in nature.

These abilities allow me to quickly flesh out concepts for pitching or discussion, and also give the option of a more human, hand-made or bespoke approach to design problems or typography.

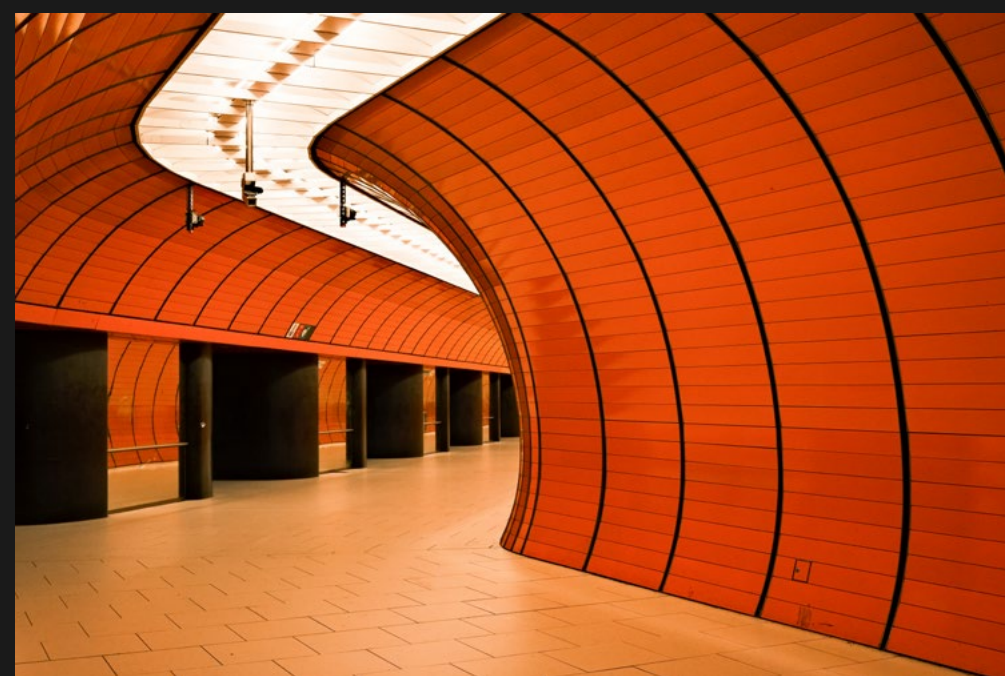
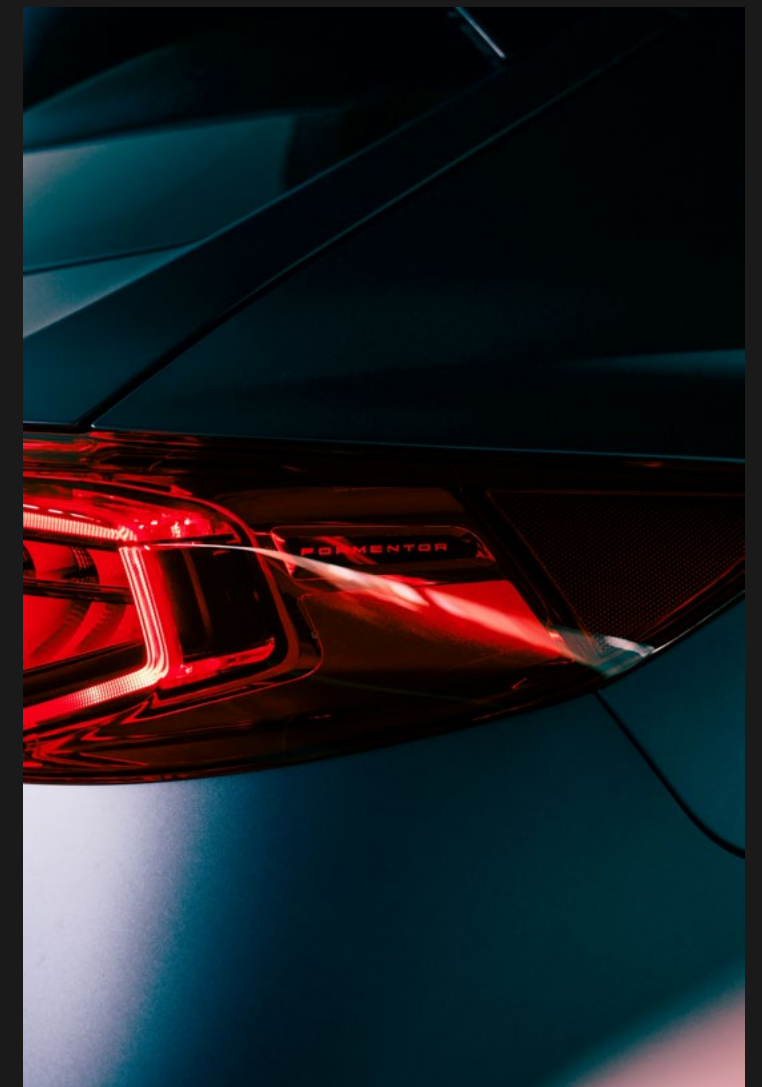


# PHOTOGRAPHY & VIDEOGRAPHY

Camera work is very much a personal passion of mine, and I have been lucky in recent years to work in industries and with artists that allow me to explore this passion.

Working commercially and directing models on set uses a different skill set to the one I bring to my personal work. When working commercially it's important to always have the final assets in mind – clear communication and direction of photographers and models is paramount in order to bring a concept to life exactly as it has been envisioned.

In my personal work, I prefer to allow things to present themselves to me, without change or direction. More often documenting things as they are.



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