

Chris Crawford

Creative Director | Designer | Creative Leader



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hello.

My name is Chris Crawford
and I create, reimagine and inspire.

With 20+ years as a creative leader, I craft impactful brand experiences, develop innovative design strategies, and drive cohesive brand expression. I am passionate about growing brands and mentoring the talent that brings them to life, I thrive on turning vision into reality.

Experience

2017 - 2025

Fiserv / First Data

Global Creative Director, Creative Services

Formerly First Data Corporation. Leading a team of designers to create engaging visual communications to support our global, Fortune 200 brand, and its various business units, and all our various marketing initiatives across all channels. Providing critical creative direction and feedback to help shape best-in-class work from the team. Collaborating with internal marketing teams to develop creative communication initiatives to promote and elevate our brand and family of brands across all channels, print and digital.

2016 - 2017

JLL / Big Red Rooster

Associate Creative Director

Working with a team of designers and production artists I've had the opportunity to build and express clients' brands in print and digital mediums from concept to completion for brands like Rheem Manufacturing Company and it's family of brands, among others. Creating and directing corporate communications, package design, point-of sale design, advertising and web presence for both customer facing and B to B applications.

2001 - 2016

RR Donnelley / Project Center

Senior Art Director/Account Creative Director

My responsibilities as Art Director included design and art direction for a wide range of clients and industries. From establishing or refreshing a corporate brand to every type of collateral or communication vehicle, internal and customer facing. Clients include names like Walmart, Georgia-Pacific, The Home Depot, Chick-fil-A, The Coca-Cola Company, Capital One, Amazon, Google, YP (AT&T), Newell Rubbermaid, Under Armour, Nespresso, The International Monetary Fund and Unicef. Creative work ranges from branding, corporate collateral, event graphics, packaging design.

Previous history available upon request.

Education

Auburn University

Bachelor of Fine Art Emphasis
in Graphic Design (BFA)

Skills & Expertise

A solid knowledge of all industry-standard applications: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Figma, as well as presentation and related applications including PowerPoint and Keynote.

Creative Direction

Team Management

Brand Strategy

Typography

Art Direction

Logo and Brand Design

Brand Guidelines Development

Corporate Communications and Collateral (B-to-B and B-to-C)

Annual Reports Including Corporate Citizens Reports (CSR)

Marketing Communications

Consumer Package Design

Direct Marketing

Advertising Design

Publications and Editorial

Illustration Design

Photography Art Direction

Publication Design

Event Display Graphics

Digital and Social Media Advertising

Web and Interactive Design

Digital Marketing

UI/UX User Experience