

Arun. Christopher

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↓ Bengaluru, India

I am a hands-on Creative Leader helping brands, studios, and marketers **evolve**, **innovate** and **scale** their business outcomes.

WORK EXPERIENCE

→ 2022 - Present

CREATIVE DESIGN CONSULTANT & MUSIC PRODUCER

→ 2008 - 2022: ART DIRECTOR

- Own and drive the ideation process; manage and execute creative workflows
- Offer relevant solutions to bridge the gap between technology and design through every project
- Mentor & guide teams and individuals by deriving healthy and proactive creative literature.
- Promote constant and continuous creative innovation

→ 2017 - 2022: PROJECT MANAGER

- Initiated and developed the Pitch Deck Services portfolio
- Execute projects from concept to delivery with skilled creative troubleshooting and clear methodology
- A strong focus on social content, script writing, and storytelling
- Manage delivery of multiple projects with minimal or no business disruption

→ 2008 - 2017: ACCOUNT MANAGER

- Educate and advise marketing members, creative teams, and third party agencies on company's branding standards
- A good understanding of business priorities & objectives when providing brand advices
- Work remotely with a virtual team on daily deliverables

→ 2006 - 2008: LEAD DESIGNER

- Was part of the Marcomm team and helped with their communication program's design demands
- Supported spatial and environmental branding projects
- Fulfilling sales strategies for the North American market as a member of the creative services team

→ 2002 - 2004: SENIOR DESIGNER

- Supported all of the marketing, sales, and internal communications design initiatives while working with the Corporate Communications team
- Managed relations with agencies and third party associates.
- Designed and developed the companies Intranet site

AREAS OF WORK

BRANDING & BRAND MANAGEMENT

BRAND STRATEGY & DEPLOYMENT

DIGITAL RICH MEDIA STRATEGY

DESIGN SYSTEMS & WORKFLOWS

CREATIVE LEADERSHIP

PRESENTATION MANAGEMENT

CREATIVE WORKFLOWS

DESIGN MANAGEMENT

MARKETING COMMUNICATIONS

EXPERIENTIAL DESIGN

CREATIVE CONSULTANCY

PACKAGE DESIGN

BRAND EXPERIENCE

Brand Management & Deployment



Collateral Design (Creative Services)



Packaging Design & Adaptation



FEW PROJECTS

2021: PACKAGING



Art Direction + Package Design

Designed the new Johnson's Buds master label. The master design was adapted onto two other pack variants.

2020: PACKAGING



Creative Direction + Package Design

Designed the new Coldarin tablet strip and box pack. Created the new Coldarin brand logo, built the creative strategy, and re-worked the complete typographic layout on the strip.

2019: RE-BRAND



Brand Management & Deployment

Created the brand templates for a selected set of Microsoft Office applications; and worked with the IT team in deploying the assets onto the end-user systems remotely.

2014: RE-BRAND



Brand Management + Design Consultancy

Participated in two Re-branding campaigns for Accenture. Created brand assets and conducted training sessions for marketing services teams and agency partners.

Freelance Designer. HP eBusiness. SGK Inc. Cranes.