

CREATIVE/ART.DIRECTOR  
ILLUSTRATOR

19

YEARS AS A  
DESIGN PROFESSIONAL

## COMPETENCE

Art Direction  
Brand Management  
Digital Marketing  
Experiential Marketing  
Environmental Branding  
Creative Direction  
Motion Graphics  
Illustration  
Content Curation  
Creative Consultation  
Project Management  
Presentation  
Management

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I am a Creative brand specialist with a **multi-disciplinary** design approach to art & creative direction.

### Art/Creative Direction

From building creative strategies and workflows to guiding and directing teams of creative professionals, I enjoy the process of collaboration and collectively building vibrant brand & marketing experiences.

### Design/Creative Consultant

Nurturing collaborative relations with stakeholders by solving day-to-day design problems with disruptive design solutions. I follow a trend-based approach in developing creative solutions, by studying and curating the market for innovative ideas.

### Illustrator Artist

My illustration style is a concoction of many years of constant practice and exploration. From figurative to impressionistic expressions, I look inward and construct my drawings from the core of the idea/inspiration. Evaluating and assessing the mindfulness of every stroke.



## EDUCATION

St. Joseph's College of Arts  
& Science, Bengaluru  
**Bachelors in Science**



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# EXPERIENCE

2019

SGK INC. **Creative & Marketing Services** [AD]

**Role.#2** Bridge the creative gap between the client and Account management teams. From Packaging, Brand Management, to digital & eCommerce marketing content.

*Strategize, Script & Execute.*

My primary focus is to present current and relevant subject-matter expertise in driving innovative brand visual experiences. From Strategy, Conceptualization to Delivering workflow solutions for marketing, eCommerce, and brand activities.

2017

SGK INC. **Presentation Management** [AD]

Advice and guide teams/individuals on building high-quality presentation content for internal and external consumption.

*Visualize, Design & Adapt.*

Develop and manage the Brand Presentation Services portfolio for the company. Created brand templates and toolkits and deployed them for business, operations, and sales & marketing exercises. The service workflow extended to supported internal, external, and client-centric projects.

2008

SGK INC. **Account Manager** (On-Site)

**Role.#1** Guide and counsel marketing and design professionals on branding, visual identity, and design queries.

*Council, Train & Explore.*

Worked closely with the client's Brand team, in developing, deploying, and managing brand assets, templates, and guidelines. Conducted brand audits and training sessions for marketing, and third-party agencies.

2006

HEWLETT  
PACKARD **Sr. Designer / Sr. Communication Specialist**

*Role #1*

Worked with the Communication team to design and build collaterals for branding and internal communication programs.

*Role #2*

Transferred to the shared services team providing design services to the HP Printer Americas market. Supported the BD team in developing bidding proposals.

2002

CRANES  
SOFTWARE **Graphic Designer**

Worked with the Corp Comm team, designing and building internal collaterals, Financial reports, and ads. Was also responsible to manage the company's brand visual identity.

Supported the Sales and marketing teams in developing collaterals such as product catalogs, brochures, product packaging, usage manuals, and toolkits.



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