

CHRISTOPHER SKINNER

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SUMMARY

Co-founder of boutique branding studio, The Power of Friendship, I am an Art Director with a focus in brand identity, animation, copywriting, and strategy. I aim to create memorable experiences and brands that people want to grow up and grow old with.

EXPERIENCE

Co-founder, Lead Design Director | The Power of Friendship

June 2023 - Present

- Co-founded a boutique branding studio, setting the voice, tone and mission of the studio.
- Brand Identity Direction for clients such as Slate Auto, Samsung, and Camp.
- Directed and designed Branded Video Content, Identity and Logo Animations and Motion Graphics Packages for clients such as The United Nations, Atlas Obscura, Amazon, The Smithsonian, Religion of Sports, Boston Celtics, and Bloomberg.
- Created Web Designs of brand extensions for clients such as OceanX and Samsung.

Adjunct Professor | St. Johns University

January 2025 - December 2025, Queens, NY

- Taught Professional Portfolio to 19 students majoring in Graphic Design, Illustration, and Fine Art online.
- Taught Motion Graphics to 13 BFA students majoring in Graphic Design and Illustration during the Spring semester on-campus.
- Focus on providing an industry standard framework for students to explore utmost creativity and self expression.

Art Director | The Collected Works

February 2021 - April 2023

- Directed and designed brand identity for clients such as Expensify, LiveKit, Snapchat, Legal Defense Fund, and Aly & AJ.
- Directed and designed brand extensions for Facebook, Snapchat, Expensify, Print Magazine, Normal Studios, Five Boroughs Brewing Co, and Gov Ball.
- Led education and social outreach initiatives for The Collected Works.
- Contributed to The Collected Works brand voice.

Freelance Designer | Tia

May 2020 - January 2021

- Created and designed educational social media content.
- Designed print and social media material for various brand extensions and campaigns.
- Created Motion Graphics Packages for various branded social video content.

Senior Designer | Great Big Story

November 2015 - March 2020

- Managed a small team of brand designers, animators, and user experience designers to create various video series, core brand graphics package, outreach campaigns, branded partnership campaigns, and the website and app.
- Lead design of large scale in-house rebrand.
- Lead design of Netflix produced docu-series, High Score.

Junior Brand Designer | Yahoo!

June 2014 - August 2015, New York, NY

- Created designs for Yahoo brand extensions and events.
- Website design system and layouts for Yahoo Corporate sites.

EDUCATION

BFA in Graphic Design | Massachusetts College of Art and Design

Boston, MA, 2014

SKILLS

Brand Strategy, Art Direction, Brand Identity Design, B2B, Brand Partnership, Campaign Design, Motion Graphics, Event Design, Web Design, and Illustration
Figma and Adobe Creative Suite (Photoshop, Illustrator, InDesign, and After Effects)