



Chris Thomas

Contact

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www.cthomas.me

Education

Azusa Pacific University
B.A. in Graphic Design
2010 - 2014

Tools

Adobe Creative Suite
(Illustrator, Photoshop,
InDesign), Figma, Webflow,
Keynote, Google Slides,
Generative AI workflows

Honors

(3) W3 Awards including
Best in Show, Gold Ex Award,
Adweek Experiential Award,
Expo West '26: Best Emerging
Brand Golden Ticket Winner,
2026 Shelfie Award Finalist

Skills

Creative Direction, Brand Identity,
Brand Strategy, Web Design,
Campaign Systems, Brand Strategy,
Client Leadership, Communication,
Design Education, Storytelling,
Bop-It Champion

Title

Creative Director
(Full-Time → Contract)

Creative Director

**Founder / Director
of Partnerships**

Art Director

**Adjunct Professor
of Design**

Graphic Designer

Creative Lead

Graphic Designer

About

Chris is a California-based Creative Director, designer, and team builder known for turning strategy into compelling, high-impact brands. He leads the development of identities, campaigns, and digital experiences that connect deeply and perform in market—partnering with global brands like P&G, Sony, HBO, Starz, and Activision, as well as ambitious startups including Counter, Lemon Perfect, Peel, and The GFB.

Experience

Frank Works

11/2020 - CURRENT

Led teams in translating client needs into cohesive brand platforms, campaigns, and digital experiences. Oversaw work across identity, product, video, and campaign design—including the Edge NYC rebrand and Pearl iZumi digital campaigns—and led creative for Counter, which became Target's #1-selling frozen food brand. Balanced strategic direction with hands-on craft, building scalable systems across e-commerce, retail, product launches, and consumer touchpoints.

Gel

11/2022 - 4/2026

Led creative and operational direction across the studio, guiding multidisciplinary teams across accounts including OpenText, P&G, Sony, Pancho's, and Florax. Developed modular design systems and campaign toolkits that empowered internal teams to scale across digital, packaging, and retail ecosystems. Built flexible brand systems designed to work across digital, packaging, and retail, while partnering closely with product teams to carry brand thinking into the customer experience.

Spire

05/2015 - 05/2021

Co-founded and helped scale a nonprofit design community, driving partnerships, sponsorships, and strategic programming. Produced high-impact events with 150+ attendees, featuring speakers from Google, Meta, Glu, and Disney. Launched initiatives like the Student Ambassadors program to bridge academia and industry.

La Visual

07/2018-08/2021

Led a cross-functional team of 8+ designers, strategists, photographers, and copywriters. Oversaw brand strategy, identity development, and creative briefs while managing client presentations, workload delegation, and end-to-end concept execution—including product design, campaigns, prototyping, copywriting, and research.

Azusa Pacific University

09/2015 - 6/2019

Taught brand-centered design curriculum at Azusa Pacific University, including Senior Thesis, Design Theory, and UI/UX courses. Led strategy workshops and bootcamps, contributing to an 85% student job placement rate.

DISTINC_

01/2017 - 07/2018

Contributed to brand identity and positioning projects, supporting concept development and client management. Created editorial design, campaign concepts, and presentations for clients including Scripps College, The Jean Autry Museum, and Occidental College—whose campaign surpassed fundraising goals by raising \$252M across four initiatives.

Ondigo

01/2016 - 09/2017

Directed and contributed to identity, packaging, product, and marketing design for Ondigo and affiliate partners, including Boost Mobile and Sprint. Oversaw the full launch of Boost Mobile's accessory line, delivering a tailored product catalog aligned with customer needs and budget.

NCompass International

09/2014 - 01/2016

Contributed to experiential, event, and branding design for high-profile activations, including Neiman Marcus at SXSW, Activision's E3 2014 presence, and the Toyota Green Initiative. Worked across conceiving, print, interior, and presentation design to create immersive, on-brand experiences for national campaigns.