Chris Harris

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Summary

Senior Brand Designer with 11 years in B2B SaaS and enterprise tech. Specializes in translating complex product workflows into cohesive brand expressions across UI, web, and marketing bridging the gap between design intent and front-end execution through robust Figma component libraries (200+ variants, semantic tokens, auto-layout) and direct engineering partnership. Proven track record of coordinating external production vendors to deliver high-fidelity event and product collateral on time and to spec. Focused on operational rigor, visual consistency, and clear stakeholder communication.

Work Experience

Senior Designer
03/2022 - 06/2026

Tanium

- Spearheaded brand identity and design system evolution in collaboration with designers and stakeholders.
- Directed high-profile event campaigns, coordinating external print, fabrication, and digital display vendors to ensure on-time, high-fidelity delivery of all physical and digital assets.
- Defined visual territories and campaign directions, building mood boards, references, and storytelling frameworks that guided cross-functional teams from early concept through final production.
- Applied After Effects and Rive to translate complex platform workflows into clear, compelling visual storytelling.
- Owned full creative direction and brand strategy for a developer community brand, Tanium Titans doubling user engagement.
- Mentored junior designers in visual communication and presentation storytelling for high-profile internal campaigns.
- Evolved functional 2D icons into a high-fidelity icon system, enhancing visual consistency by 20%
- Collaborated with Sales teams to build clear presentations that helped close deals and maintain brand consistency.

Visual Brand Designer
03/2021 - 03/2022

NextStep

- Led a cross-functional rebrand across 4+ departments to create a brand displaying professionalism and trust for the first impression.
- Architected the entire Figma design system from scratch, building 200+ component variants with auto-layout and semantic color tokens, and partnered directly with the front-end engineering team to ensure seamless design-to-dev handoff.
- Maintained a scalable Webflow environment including CMS collections, templates, and reusable page sections.
- Shaped a custom illustration system to support rebrand storytelling across web and marketing surfaces.
- Reduced time-to-market for new marketing campaigns by half, by owning social media design direction.

Visual Designer
05/2020 - 03/2021

Microsoft (Took a lateral title adjustment to enter enterprise-scale product design at Microsoft)

- Introduced 20+ static and motion illustrations and high-fidelity icons for the Microsoft Edge browser.
- Developed a theme and color identity for empty state pages and shopping pop-up notifications.
- Partnered with Product, web, and marketing departments to define the visual language of the shopping experience.
- Ensured all design decisions aligned with established product and brand standards for user engagement.

Lead Visual Designer
11/2018 - 04/2020

Upbound

- Managed brand identity for 3 distinct cloud platforms under a single, unified design system.
- Held full creative ownership across every brand touchpoint including UI, iconography, and web.
- Functioned as the sole creative authority for brands, designing promotional collateral and trade show booths.
- Led the website update project, collaborating with cross-functional teams using Sketch.

Motion & Digital Designer
05/2013 - 11/2018

Fox Sports

- Guided creative execution of on-air broadcast sports promotions, overseeing design direction for live segments.
- Produced daily graphics and infographics for NASCAR Race Hub that improved audience engagement and viewer feedback.
- Made real-time design decisions under live production pressure to deliver broadcast-ready visuals.
- Designed the logo and brand identity for a diverse sports talk segment called FOX 360.

Skills

- **Design Systems:** Component Library Development, Semantic Tokens & Auto-Layout Systems, Design Document & Governance, Front-End Engineering Collaboration
- **Brand & Visual Identity:** Visual Storytelling & Composition, Brand System Development, Typography, Iconography, Illustration
- **Digital & Motion:** Web Design, Data Visualization, Infographics, Motion Design, Presentation, Webflow, HTML/CSS (working knowledge for dev collaboration)
- **Strategic Leadership:** Project Management, Brand Strategy, External Vendor Coordination, Campaign Collateral Production, Stakeholder Presentation, Mentorship
- **Production Tools:** Adobe Creative Suite, Rive, Figma

Education

Bachelor of Arts in Fine Arts with a concentration in Graphic Design
University of North Carolina, Greensboro