

C: 917.584.2285
CHRIS@CHRISFLECKER.COM
FOR EVERYTHING ELSE GO TO
CHRISFLECKER.COM

WORK EXPERIENCE:

ABOUT

Los Angeles Art Director with focus in branding, marketing, and advertising design. Articulate, strong interpersonal skills and able to generate excellent concepts. Knowledge of design markets and ability to forecast trends. Reliable, able to work efficiently both independently and on a team. Excellent communicator and mentor to young designers.

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Microsoft Office, Fontographer: highly proficient.
- Design strategy and art direction.
- Layout and publishing design. Expertise in production of printed materials and meticulous eye for detail.
- Digital illustration. Strong hand drawing skills.
- Painting, inking, watercolor, typography, graphic, logo and icon work.

CONTACT

C: 917.584.2285
E: chris@chrisflecker.com
www.chrisflecker.com

MATTEL *Toy manufacturing company with a collection of boys and girls brands* **Senior Designer (Sept. 2014 - Present)**

- Senior Designer of brand strategy and style guides for boys and girls properties (Hot Wheels, Monster High, Barbie).
- Responsible for generating innovative and creative concepts for merchandising and branding graphics in a fast-paced work environment.
- Director of design agencies, illustrators, and interns regarding brand direction and art.
- Acts as team leader and consensus builder between all teams involved.
- Collaborates weekly with Creative Director on seasonal direction for various brand assets.
- Analyzes and evaluates global design trends to integrate into current design projects.
- Acts independently, often making decisions without management interaction to meet critical deadlines.

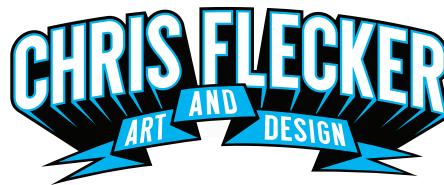
MIGHTY FINE *Apparel company with licensed and private label goods* **Kids Art Director (May 2013 - Sept. 2014)**

- Art Director of licensed toddler and tween apparel sold in Old Navy, Nordstrom, J. Crew, J.C. Penney and other major retailers.
- Delegated and collaborated design direction with team of designers for client presentations unique to each vendor and season.
- Responsible for art submissions to various licensors including Disney, Sanrio, Hasbro, Nickelodeon, Peanuts, and Mattel.
- Collaborated with Creative Director regarding trend forecasting and seasonal direction.
- Prepped artwork for production and working with screen printers regarding printing issues.

SABAN BRANDS *Global branding company* **Senior Designer (Nov. 2012 - March 2013)**

- Developed graphic art for merchandising and core style guides for Paul Frank, WWE, and Power Rangers properties.
- Worked with marketing team to build sell sheets and various promotional items (posters, prints and web ads).
- Assisted creative director in conceptualizing exclusive guides for various licensees.

Continued on next page...



C: 917.584.2285
 CHRIS@CHRISFLECKER.COM
 FOR EVERYTHING ELSE GO TO
 CHRISFLECKER.COM

...Continued

FREEZE *New York apparel company specializing in licensed and private label knit tops*
Mens Art Director (Sept. 2010 - Nov. 2012)

- Art Director of licensed and generic mens apparel sold in Walmart, Target, Macys, Forever21, and Urban Outfitters.
- Involved in daily collaboration with sales staff (and clients) for the clients' trend research and development.
- Delegated graphics to 3-4 designers and coordinating with merchandiser for the presentation of client meetings.
- Responsible for prepping artwork for production and having direct contact with screen printers regarding printing issues.
- Evaluated and negotiated with talent. In charge of hiring my own team.

Boys Graphic Designer (March 2006 - Sept. 2010)

- Designer for Mens and Boys department of clothing line.
- Responsible for creating graphics with licensed style guides (Marvel, Peanuts, Disney, Star Wars, and various rock bands).
- In charge of conceptualizing, delegating, and executing generic graphics for boys apparel.

IN NEW YORK MAGAZINE *Monthly New York City travel publication*
Production Designer (Aug. 2005 - March 2006)

- Responsible for trafficking 200+ advertisements and designing ads for monthly publication.
- Personal direct contact with clients regarding their artwork.
- Worked directly with Creative Director, Production Manager, and Publisher in mapping out editorial and advertisers for final production.
- Responsible for conceptualizing and executing other various promotional materials including city maps and brochures.
- Composed final pages for pre-press house. Integral in assisting company for software upgrades.

EDUCATION:

Pratt Institute BFA Communications Design.
 Fall 2001 - Spring 2005 Dean's and President's list student.
 Presidential Scholarship and Pratt Grant recipient.

REFERENCES:

Available upon request

CLIENTS

- Sony Entertainment
- Kenneth Cole Productions
- Signorelli
- Hybrid Apparel
- Status Fitness Magazine
- Sacramento News Review
- FM Expressions
- Paramount Apparel International
- United By Blue
- Fashion Importers
- Newbreed Gear
- Boy Wonder Productions
- DXL Magazine
- Charlotte Magazine
- IN New York Magazine
- Anger Wear
- Do-It-Outdoors
- New York Press
- Wine and Spirits Magazine
- Red Fern Theatre Company

PERSONAL INTERESTS

- Sports (NFL, NHL, MLB)
- Fitness
- Art
- Museums and Art Events
- Volunteering and Philanthropy
- Reading
- My Enormous Family

CONTACT

C: 917.584.2285
 E: chris@chrisflecker.com
 www.chrisflecker.com