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FOR EVERYTHING ELSE GO TO  
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## WORK EXPERIENCE:

### **MATTEL** *IP-Driven, high-performing toy company with boys and girls brands* **Staff Designer (August 2022 - Present)**

- Director of branding, marketing, and merchandising for Infant/Preschool franchises (Thomas & Friends, Barney's World, Fireman Sam, Fisher Price).
- Consensus builder for digital content, logo executions, sizzles, and key art design.
- Developer of 10+ creative campaigns annually by providing artistic direction, timing, and budgeting to project teams.
- Global, cross-functional leader among packaging, live events, and content teams to ensure franchise alignment and vision.
- Trains, assigns and reviews the creative work for other team members with supportive feedback that reinforces our brand strategy.

### **Lead Designer (December 2018 - August 2022)**

- Developed the CGI and vector asset library for Thomas & Friends including character art, voice casting, and episode stills used in marketing communications.
- Team leader and direct communicator for 7+ design and animation agencies.
- Creatively implemented solutions for in-house design work, resulting in a reduction of department spending.
- Participated in development of brand strategy encompassing episodic themes, positioning and promotions.
- Acted independently, often made decisions without requiring management interaction to meet critical deadlines.

### **Senior Designer (September 2014 - December 2018)**

- Conceptualized and executed consumer product style and guides for various toy properties (Hot Wheels, Monster High, Barbie).
- Creative approver for product, packaging, and merchandising quality with global licensees.
- Collaborated weekly with Creative Director on specialty direction for different brands.
- Analyzed, evaluated and integrated global design trends into design projects.

### **MIGHTY FINE** *Apparel company with licensed and private label goods* **Kids Art Director (May 2013 - September 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 7 designers and merchandisers for client presentations unique to each buyer and season.
- Responsible for art submissions to various licensors including Disney, Sanrio, Hasbro, Nickelodeon, Peanuts, and Marvel.
- Creative decision maker regarding trend forecasting and seasonal artwork direction.
- Prepped artwork for production and worked with screen printers regarding printing issues.

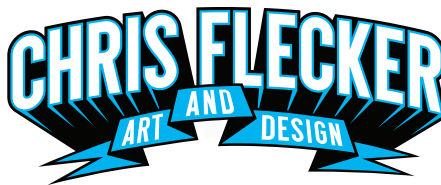
## ABOUT

Art Director with focus in branding, marketing, and advertising design. Articulate, strong leadership skills and able to generate excellent concepts for creative solutions. Knowledge of design markets and ability to forecast trends in visual content. Reliable, efficient both independently and on a team. Excellent communicator and mentor to young designers.

## SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign),
- Adobe Workfront and Workday
- Microsoft Office (PowerPoint, Excel, Outlook), Fontographer.
- Design strategy and art direction.
- Layout and editorial design. Expertise in production of digital and printed materials.
- Meticulous eye for detail.
- Digital illustration. Strong hand drawing skills.
- Painting, inking, watercolor, typography, graphic, logo and icon work.

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## **SABAN BRANDS** *Global entertainment and branding company* *Senior Designer (November 2012 - March 2013)*

- Graphic artist of 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 digital ads).
- Assisted creative director in conceptualizing exclusive guides for various licensees.

## **FREEZE** *New York apparel company specializing in licensed and private label knit tops* *Mens Art Director (September 2010 - November 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 retailers' trend research and development.
- Responsible for recruiting, interviewing, budgeting and hiring my own team.
- Delegated graphics to 3-person design team and coordinated with merchandiser for presentations at client meetings.
- Established production standards and had direct contact with screen printers to ensure product quality.

## *Boys Graphic Designer (March 2006 - September 2010)*

- Designer for mens and boys department of national clothing line.
- Responsible for creating graphics for 20+ licensed properties (Marvel, Peanuts, Disney, Star Wars, and various rock bands).
- Oversaw conceptualizing, delegating, and executing private label graphics for boys apparel.

## **EDUCATION:**

**Pratt Institute**  
Fall 2001 - Spring 2005

BFA Communications Design.  
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  
InVentiv Creative Studios  
Boy Wonder Productions  
DXL Magazine  
Charlotte Magazine  
IN New York Magazine  
Anger Wear  
Do-It-Outdoors  
California Map Art Company  
New York Press  
Wine and Spirits Magazine  
Red Fern Theatre Company

## **PERSONAL INTERESTS**

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