

CHRISTOPHER CHARLES SMITH

GROUP CREATIVE DIRECTOR

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STYLE

Everyone has a style. Mine is a balance of appreciating the ever-evolving digital nature of our customers while simultaneously seeking perfection of message across interactive paradigms. I pour myself into the minutiae that turns a mobile app, website, social post or TV ad into something intriguing. Since 2001, I have designed, directed & built responsive web platforms, software, mobile apps, re-branded the social identity for a global bank, and most recently helped kickstart a creative studio amidst one of the world's largest, and most rigid consulting firms. I am fueled by interactive & communicative challenges. **Challenge me.**

CREATIVE

EY Digital, Group Creative Director (Senior Manager, Five)

Joined digital experience leadership team as the visual design & marketing lead to seed a creative culture across the firm. Collaborated to grow the practice from 45 to nearly 200, across four competencies. Led digital innovation team to deliver first physical-meets-digital experience for Citi FinTech Canvas platform, and win first Financial Communications Society awards in both EY and Citi FinTech history.

'16 - Current
NEW YORK

Publicis Worldwide, VP Creative Director

Directed award-winning mobile applications & OOH for Citi Bike and digital experiences for Citi's Olympic Sponsorships in 2010 and 2012. Re-branded Citi's social identity and grew social business by 1300%. Directed Citi's first on-the-ground live digital experience for Citi Pond at Bryant Park.

'12 - '16
NEW YORK

Tribal DDB, Senior Art Director

Designed interactive Flash homepage redesign for Exxon Mobil, lead design for clients Ketel One, H&R Block, Johnson & Johnson and Diageo. Designs included brand redesign, Flash micro-sites and integrated print & digital campaigns.

'09 - '12
NEW YORK

uPlayMe, Lead Art Director

Director of user interface design & branding for a startup that was looking to bolster social networking through music sharing. Designs included desktop software, web-based user profiles, Flash widgets and an iTunes plug-in.

'07 - '09
NEW YORK

Aol, Senior Interactive Designer

Designed user experience for AOL properties including Gamedaily.com, the Inside the Game web application, and the Online Games redesign. Combined they maintained over a million daily users.

'05 - '07
NEW YORK

Skidmore, Owings & Merrill, Senior Designer

Designed & programmed an interactive Flash site for the progress of Tower One, as well as branding guidelines for the firm's online & visual presentations.

'04 - '05
NEW YORK

Big Spaceship, Senior Designer

Designed three-dimensional game sprites, backgrounds, environments and textural elements for their extensive film-based websites for Identity, iRobot, Alexander and Resident Evil.

'03 - '04
BROOKLYN

Warner Brothers, Designer

Designed Apple.com trailer pages for all WB films, as well as interactive Flash teaser websites.

'02 - '03
NEW YORK

Monster.com, Junior Designer

Designed an online job application, newspaper ads, highway billboards and bus shelter displays.

'01 - '02
CINCINNATI

AWARDS

Citi FinTech: CANVAS

Financial Communications Society

GOLD: Social Media, Paid Advertising
SILVER: Content Marketing
SILVER: Event Marketing

Citi Bike

One Show

GOLD: Integrated Digital
SILVER: Use of Technology
BRONZE: 360 Integrated Branding
MERIT: Mobile App

National ADDY

GOLD: Non-Traditional Campaign
GOLD: Integrated Campaign

Mashies

Best Branded App
Best New Brand

Midas

GOLD: Branding
GOLD: Corporate Image
GOLD: Integrated

Creativity Magazine

Most Integrated Campaign 2014

Citi Olympics

Midas
GOLD: Website

FWA

Site of the Day Award