

CHRISTOPHER CHARLES SMITH

VP CREATIVE DIRECTOR

CHRIS@RAMPANTKING.COM
513.349.1079

STYLE

Everyone has a style. I see mine as a balance of appreciating our evolving digital nature while constantly seeking perfection. I pour myself into the minutiae that turns a mobile app, website, social post or TV ad into something intriguing. My career began when Flash experiences ruled digital advertising and it was a heyday for inter-facial thinkers. Since those early days, I have designed & directed light web platforms, desktop applications, mobile apps, and most recently re-branded the social identity for one of the world's largest financial institutions. I am fueled by interactive & communicative challenges. **Challenge me.**

CREATIVE

Publicis Worldwide, VP Creative Director 650 Avenue of Americas, New York '12 - Current

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.

Tribal DDB, Senior Art Director 437 Madison Avenue, New York '09 - '12

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

uPlayMe, Lead Art Director 29 East 19th Street, New York '07 - '09

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.

Aol, Senior Designer 75 Rockefeller Plaza, New York '05 - '07

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.

Skidmore, Owings & Merrill, Designer 14 Wall Street, New York '04 - '05

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

Big Spaceship, Senior Designer 45 Main Street Suite #409, Brooklyn '03 - '04

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

Warner Brothers, Designer 1325 Avenue of the Americas, New York '02 - '03

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

Monster.com, Junior Designer 607 Redna Terrace, Cincinnati '01 - '02

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

AWARDS

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

Street Soccer USA

National ADDY

SILVER: Public Service Integrated

New York ADDY

SILVER: Public Service Integrated