

Christa Skinner

Art Direction & Design

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(917) 536 6069

Website

LinkedIn

Multi-disciplinary, hands-on creative leader with over 15 years of experience in design direction, purposeful team mentoring & brand design committed to bringing conceptual thinking & elevated aesthetic to every project.

EXPERIENCE

Loom | Contract Brand Design

October 2023 - Present

Provide campaign visual direction, social posts, creation of sales deck templates, long-form guides, and website refinements.

Airtable | Sr. Comms Designer

May 2022 - October 2023

Responsible for the employer brand, comms & product decks, workplace surfaces, swag creation, event branding, ERG initiatives, weekly All Hands decks, and sales enablement collateral.

Wunderkind | Creative Director

Jan 2018 - May 2022

Design direction for the company while managing the brand team. Responsible for the creation of sales and marketing collateral, enterprise sales decks, event branding, website, social media, etc.

Freelance | Art Direction & Design

2015 - 2017

In-house contracts with NYC & Company, Siegel+Gale, Adweek, and Johnson & Johnson. Additional work for Backcountry.

OC Tanner | Design Manager

March 2014 - July 2015

Digital & print initiatives alongside the team responsible for the creation and ideation of corporate awards programs.

Leo Burnett | Creative Director

Dec 2012 - 2013

Print and digital visual direction with a focus on beauty and real estate clients.

Bloomberg | Art Director

July 2011 - Dec 2012

Marketing, advertising, philanthropic projects, and branding initiatives with work encompassing printed collateral, digital design, brand guidelines, website, and environmental design.

Freelance | Art Direction & Design

2007 -2011

American Red Cross, Snowboard magazine, Ogilvy & Mather (BIG), Print magazine, Orient Express Hotels, Coca-Cola, and Verve Music Group.

Nike | Senior Designer

2006

Implemented the brand guidelines for a variety of initiatives for Nike Golf including in-store signage, motion graphics, catalogs, and creation of logos for sub-brands.

Future US | Assoc. Art Director

2005 - 2006

Layout and design for Future Snowboarding and Drift magazine, a women's focused snowboarding magazine.

Cyclops Productions | Designer

2000 - 2005

Albert Watson Photography, Jockey, Levi's, launch of ELV1S campaign, Warner Brothers Records.

David Carson Design | Designer

1994 - 2003

As the first hire and my first design job, I worked on RayGun, and Blue magazines. Other projects included type, book, environmental, and logo design.

EDUCATION

Herron School of Art,
BFA in Visual Communication

California Institute of the Arts,
One year toward MFA in Graphic Design

CAPABILITIES

Art Direction | Brand Identity | Brand Guideline creation | Communication Design | Campaign Identity | Team Recruitment & Management | Visual Brand Management

TOOLS

Figma | Illustrator | InDesign | Photoshop | Keynote | Powerpoint | Google Slides

AWARDS

2023 Judge for Young Guns
Leo Intel Award @Leo Burnett
Young Guns III (One Club)
Judge for Society of Publication Designers
Emerging Designer by Metropolis magazine
Print Magazine's Top 20 Under 30