



Chris David Garcia
CREATIVE LEADER

PROFILE

Industry leading creative visionary with over 12 years of design, marketing strategy & branding experience, shaping some of professional sport's most well known brands, working with world class professional athletes and top c-suite leaders to integrate campaign messages across all media channels

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EDUCATION

University of Houston | Downtown
Lone Star College | Houston
Visual Communication

VOLUNTEER

Sunshine Kids
Texas Children's Hospital
Grace Church

PREPARED

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EXECUTIVE SUMMARY

I am a passionate Creative Director with 12+ years of progressive experience in managing and developing the visual design of marketing strategies and creative campaigns to scale brand awareness and generate sales. I currently lead a creative team that includes senior designers, photographers, web developer, traffic manager, interim copywriter, interns and freelancers. Built from the ground up, we work in an in-house agency environment and through this creative orchestration, my team and I have been able to shape fan behavior and brand culture while contributing to the bottom line - ultimately impacting and exceeding marketing sales goals on individual tickets four years in a row, regardless of the performance level on the field. It was about the strategic positioning and authentic storytelling of the brand campaigns. I strive in the areas of cultivating creativity, enthusiasm, and highly developed problem-solving skills along with poise, professionalism and an innovative work ethic. I enjoy working in a team setting and am seeking a new opportunity where tech and story meet, allowing me to bring a metric driven creative approach to your organization.

CREATIVE DIRECTOR | PRESENT | HOUSTON ASTROS, MAJOR LEAGUE BASEBALL

Develop and lead advertising and marketing campaigns, working with designers, film makers, music artists, copywriters, photographers, sales teams, marketers and business partners at all levels to create a vision for integrated messages and products/packages sold. Help plan, communicate and scale advertising strategies throughout a wide variety of media channels, oversee the effectiveness of the creative process, in addition to managing performance of the creative team and cultivate a creative culture. Work with key stake holders on highly confidential materials to solve complex projects simultaneously. Plan, develop and implement brand strategies and marketing programs for the multiple business units within the organization while also responsible for consistently seeking innovative, best in class solutions. Duties include providing brand direction, developing and executing brand marketing programs while seeking market research to anticipate industry trends and work closely with executive marketing leadership to translate consumer attitudes into new branding directions. Responsible for managing the relationship, budgeting and creative direction with ad agencies for annual broadcast campaign. Heavy focus on deadline delivery, customer service and efficient process systems while also providing frequent ROI reports. In addition, work closely with architects and engineers to provide brand insights and interior design consultation on major office and stadium renovations.

SR. GRAPHIC DESIGNER/MANAGER | 2010-2013 | HOUSTON ASTROS, MAJOR LEAGUE BASEBALL

Served as the liaison between senior management and the creative team. Duties included assigning projects, ensuring deadlines are met, and maintained an efficient and engaging work environment for creative personnel. Used thorough understanding of creative briefs and digital asset libraries; expert knowledge of Adobe Creative Suite software; strong communication, project management and problem-solving skills. Helped lead the company in a multi-million dollar rebrand from logo and uniform systems to business identities, stadium environments and wayfinding programs.

GRAPHIC DESIGNER | 2007-2010 | HOUSTON ASTROS, MAJOR LEAGUE BASEBALL

Developed a variety of creative projects; ads, brochures, corporate identity, packaging, presentations, promotional displays, signage and websites. Oversaw the design, layout and formatting of all marketing materials. Used strong sense of concept development, in addition to communication, collaboration, research, problem-solving and presentation skills. Worked heavily in Photoshop, Illustrator, InDesign and web applications.

SENIOR GRAPHIC DESIGNER | 2006-2007 | HOUSTON DYNAMO, MAJOR LEAGUE SOCCER

Managed production and design of a wide variety of creative projects. Duties included project planning, workflow management, vendor negotiation, print buying, cost control, quality control, logistical coordination and press checks. Managed design team of graphic designers and interns; required project management skills and in-depth knowledge of design applications. Worked very closely with Marketing Director and ad agency.

MARKETING COORDINATOR | 2005-2006 | HOUSTON DYNAMO, MAJOR LEAGUE SOCCER

Contributed to overall branding efforts by assisting with the execution of marketing and communications strategies, media buying in addition to tracking campaign results. Worked closely with the executive leadership and public relations team on logo rebrand. Duties included researching target audiences, coordinating events and writing promotional materials. Required strong communication skills.

FOUNDER | 2014-PRESENT | MAJOR LEVEL CREATIVE, CONNECT PRO SPORTS DESIGN CONFERENCE

Industry pioneer in the design and visual communication space for top brands in pro sports. Leader of collaborative thinking, uniting an entire industry through an annual interactive two day experiential conference, influencing industry relations and building a national community. Oversee all budgeting, event planning & execution, content, logistics, business relations and sponsor activations.

CREATOR | LAUNCHES 2017 | TRIBUTEPPOSTER.COM

Non-profit program that pairs up a graphic designer with a child battling cancer that is potentially facing a terminal diagnosis. Together they design a meaningful life-changing poster, giving a gift of lasting legacy to someone who will forever impact their life.



LEADERSHIP

- Works with **C-SUITE** level executives on a weekly basis 1:1 to build a visual identity for new products, programs, stadium destinations and spaces
- Serves as the sole marketing representative for the SVP of Business Operations in all high level branding & creative **APPROVALS** which involve five to six figure commitments in construction, master planning projects, creative services budget management and cost-saving RFP processes
- Meets with VP of Marketing & Communications in weekly "**LEADERSHIP MEETINGS**" covering all global franchise communications and involving director & VP level management
- Reports directly to the VP of Marketing & Communications
- Created and leads a collaborative weekly meeting called the **CREATIVE COLLECTIVE** that joins the Astros Creative Services team and the Astros Productions team (video/animation) and focuses on joint, holistic branding across all visual communication media platforms - online, social media, video board, interactive boards, large format signage
- Serves as the go to "**IDEATION THINKER**" for the franchise and is used as a boardroom tool for conceptualizing for the executive team
- Works closely with legal team for search & clears, cease & desisting in addition to the retail merchandise team to create apparel content and also **TRADEMARK** our intellectual property

DIRECTION

- Responsible for all creative direction for **PHOTO & VIDEO SHOTS & STUDIO RECORDING SESSIONS** from concept, casting, coordination, to completion, working with multi-million dollar paid athletes
- Responsible for conceptualizing annual **ADVERTISING CAMPAIGN CREATIVE** (historically outsourced) and manages six-figure print budget, in addition to branding development of all in-stadium large format signage, outdoor & collateral communications and in-game/event graphics integration
- Manages all aspects of ad agency relationship for **TV/RADIO AIRED BROADCAST CAMPAIGN** including initial bid process, account management, controlling six-figure budget and **ART/CREATIVE DIRECTION** for all commercial shooting - also historically outsourced
- Directs all executions of **VISUAL BRAND STANDARDS** across various media including print, web, digital, social, TV, radio, broadcast, environmental signage and integrated co-branded marks
- Leads monthly **CONTENT CREATION** gatherings for marketing, social, engagement, and entertainment teams to drive trending communication and directs how that is visually communicated within the market

INNOVATION

- Creator of Major Level Creative **CONNECT** sports design two day conference
- In 2016, the third year since its inception, **CONNECT** had over **40 MAJOR LEAGUE PRO SPORTS TEAMS** represented and over 100 attendees composed of the nation's top sports brand creative leaders
- Curator of **SPEAKER SERIES** by industry design patriarchs and thought leaders
- Uses design to provide creative design solutions and cost saving branding alternatives to executive leadership, operating the in-house creative services team as a **DESIGN CONSULTANT AGENCY**, unlike no other creative team in Major League Baseball
- Provides graphic design **RENDERING SOLUTIONS** to SVP of Business Operations to provide concept decision making for major construction and owner's special projects
- Works closely and directly with **ARCHITECTURE** principals to design the brand aesthetic of new construction interiors and stay in alignment to the Astros rich fabric
- Works closely with general contractor superintendent to oversee all **MAJOR CONSTRUCTION** brand decisions regarding paint, flooring, textiles, fixtures, furnishings, furniture and lighting
- Meets often with **RESEARCH AND ANALYTICS** strategy team to review target demographic research, fan segmentation findings that drive smarter marketing and visual communication solutions
- Works directly with Baseball Operations **GENERAL MANAGER AND GENERAL COUNSEL** to build highly confidential, strategic, free-agent business presentations

HUSTLE

EIGHT THINGS ABOUT ME THAT I DO DIFFERENTLY

1. **I AM BRAVE ENOUGH TO COMMIT TO MY DREAMS**

I sometimes choose to do without security and familiarity to live an uncertain and restless lifestyle of pursuit.

2. **I THINK OF MY CUSTOMERS MORE THAN MYSELF**

I am rarely out to seek gratification. Instead, I'm more concerned with the people I want to help and the problem they want to solve.

3. **I NEVER STOP LEARNING**

Since I'm in the field of creating new products and finding new ways of storytelling, much of what I do is off the beaten path; so I remain curious in order to absorb as much as possible.

4. **I NEVER GIVE UP**

Rarely does an leader succeed on the first try. To create something lasting and worthwhile, it usually takes time and hard work, focus, and dedication; an idea is just the beginning.

5. **I EMBRACE FAILURE**

It's an indication of pushing the limits, and inevitable when one is constantly trying new things.

6. **I FIND AND FILL A NEED OF THE WORLD**

I want to do more than indulge my own interests. I want to solve a problem or create a product that satisfies a need.

7. **I TAKE OLD IDEAS AND MAKE THEM BETTER**

While one might think that an innovator needs to mainly focus on never-seen-before ideas, I can often better an existing model or upgrade an outdated product.

8. **ABOVE ALL, I ACT.**

I execute when for many others, an idea simply fades into the past. I have mastered the art of turning the abstract into the concrete.

REBRANDING

- Played an intricate role in all stages of a **TOTAL REBRAND** for a Major League Baseball franchise, business identity and stadium environment
- Was a key player in the collaborative effort to rebrand the Astros primary, secondary and alternate **LOGO PROGRAM** in addition to official fonts and color research
- Played a key role in the collaborative effort to rebrand the Astros primary, secondary, alternate **UNIFORM AND CAP DESIGNS**
- Was part of the Astros mascot "Orbit" original **CONCEPT IDEATION** and design development team
- Oversaw the total stadium rebrand through **DIRECTIONAL, WAYFINDING AND ENVIRONMENTAL** signage systems
- Was the lead designer for all brand relaunch marketing materials, advertisements, promotional items and **FULL WEBSITE RELAUNCH**
- Intricately involved in the infamous rebranding of the Major League Soccer Club **NAME AND LOGO** from the "Houston 1836" to the "Houston Dynamo"
- Was part of the inaugural season of a new franchise to the Houston market and **MASS COMMUNICATION** of soccer as a new sport and culture to the region
- Designed newly branded **MARKETING MATERIALS, T-SHIRTS, SCARFS** and other promotional apparel
- Was part of the **DYNAMO MASCOT "DIESEL"** original concept creation, design development and design competition

IDEATION

- Uses sketch board techniques throughout the entire design/video team on all concept work allowing **ART DIRECTION** from the start of the project
- Uses storyboarding to **INTERPRET** the client's video needs while managing expectations
- Developed the original **ART DIRECTION** and **INTERIOR DESIGN** for seven Minute Maid Park venue destinations from concept to completion, working closely with architect and construction teams
- Led the in-house fashion design for the new Houston Astros **AMBASSADOR (CHEERLEADER) UNIFORMS** from concept to completion, with careful design research to gauge the reaction of fans

THREADS

- Conceptualize, strategize and design **RETAIL APPAREL PRODUCTS** for exclusive in-stadium promotions and regional market distribution, working closely with all major apparel licensees
- Uses the **THEME BOARD** approach to gauge the audience or client prior to beginning any design or sketch work, ensuring the maximum use of design time and creative process
- Leads the design team to meet weekly with our social media team to look for **TRENDING CONTENT**, developing sports culture or new design methods to gauge the pulse of our market and learn how to stay ahead, not behind
- Ensures all wearable design work goes through the **MOCK-UP STAGE** for presentation, no exceptions - photographing real subjects if ever possible

MARKS

- Ensures that every logo is treated with much attention and purpose, while understanding that in the sports industry, logo design is a **WAY OF LIFE**
- Created two categories of **LOGO SYSTEMS** - the first is a co-branded mark that falls into a templated yet branded logo family category - the second is more specialized and a total reinvention, executed within key branded assets of the Astros DNA, i.e. fonts, colors, symbols, etc
- Leads all reinvented logo work in the **MOCK-UP PROCESS**, allowing the client to view in multiple print mediums in which the mark will be used - print, signage, web, embroidery, etc
- Treats logo design like **SURGERY** - research, practice, prep and never rush - assuming all logos will live forever and design them with this intention

THANK YOU