



- **Christian Hoyle - Creative Director**

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- **Rockfish Digital - '16**

At Rockfish, I am the lead creative on the MetroPCS account. Working closely with the Business and UX team, we have completely redesigned the digital experience from the ground up, while creating new digital solutions for every aspect of the business, from the consumer experience online through to the store. My team also led the charge with various prototype projects for multiple clients with cutting edge technology.

- **Langrand and Company - '13 - '15**

At Langrand and Company, I was charged with the management and growth of the creative team and product of the agency. I mentored all of the creatives to strive for and produce award-winning, top-tier work for all of our clients. I prepared the strategy and work through the creative with the team from start to finish.

- **Lopez Negrete - '10 - '13**

At LNC I managed the day to day work of the creative team, with up to 6 creatives under my wing. Worked on all media, from print to broadcast, to interactive, motion graphics through working promotions and PR for clients producing award-winning work.

- **Good Juju - '09 - '10**

Principal designer, managed all aspects of client projects from concept to completion in web and traditional media.

- **CINCO - '07 - '09**

Managed the creative team and all day to day functions of the team for print & broadcast advertising, below the line, web design, branding, environmental design & graphics.

- **dieste, inc. - '00 - '07**

I was in charge of the day to day activities of my creative team. As the senior creative reporting to the Creative Director, I managed print and broadcast assignments from concept to production and completion.

- **Previous Clients**

Bud Light, Western Union, AT&T, Nationwide Insurance, Pfizer, Cingular, HBO, Southwest Airlines, Pepsi, Hyundai, Cargill, Wrangler, Sadler's, Verizon, Dr Pepper, Miller Lite, Sonic, Chivas Regal, Walmart, Blue Cross Blue Shield, Samsung, MetroPCS Coca-Cola, Music.com

- **Skills**

Photoshop, Illustrator, InDesign, After Effects, Final Cut, Office, Keynote, Sketch, Completely fluent in English and Spanish, Guitar, Bass, html knowledge, Ukulele, Photography, Illustration, 3D Printing

- **Recognition**

Addy's District Award (silver) 2015
Addy's Award (over 33 from 2001-2015 Dallas and Houston)
Festival del Caribe 2003 (gold), 2007 (gold campaign),
2012 (bronze)
San Sebastian 2007 (silver)
Graphis Logo 2007 (gold)
Aguila de México 2000, 2001, 2003, 2005
FIAP 2001, 2003 (shortlist), 2003 (shortlist)
London Int'l Festival (shortlist) 2002
NY Festival (shortlist) 2001, 2002
Cannes Lions (shortlist) 2001

- **References**

Gordon Clines - Director of UX R3PI 214.364.2096	Jaime Andrade - Principal Strike Idea Brewery 214.208.2845
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