

CREATIVE DIRECTOR | BRAND BUILDER

# Hello, I'm Christian Lane Green.

I was always a creative kid. For as long as I can remember, I was rearranging every room in my family's home, drawing on pages of any spare notebooks I could get my hands on and spending hours in front an old desktop computer with my brother designing what we thought would be the next big video game. While these were basically nothing more than simple little smiley face doodles and terribly pixelated space ninjas, they helped pave the way for my exciting future in the world of design.

## Experience

2022 - CURRENT

CAMPING WORLD | CHICAGO, IL

### DIRECTOR OF DESIGN

- Lead projects across graphic design, copywriting, photography, event design, and interactive experiences
- Elevate the Camping World brand by bringing new ideas and turning them into reality
- Mentor and work with other Creative Directors, Art Directors, designers, marketers, production artists, and occasionally freelancers to develop consistent & thoughtful brand work
- Partner with content production team to oversee photo & video shoots and provide clear direction on how it will play into the final creative product

EPSILON | CHICAGO, IL

### SENIOR ART DIRECTOR

- Create, cultivate & develop the Epsilon brand across numerous platforms
- Design across digital advertising mediums, direct mail, web pages, print materials & motion graphic/video design
- Develop a new brand visual identity & build a new Epsilon Brand Style Guide

HILLCRAFT CO | CHICAGO, IL

### OWNER & CREATIVE DIRECTOR

- Execute brand conceptualization, including product design, market research & crowd-funding to launch Hillcraft Co
- Create responsive e-commerce website
- Draft & design email templates, social media posts, & product packaging

FOURSIDED | CHICAGO, IL

### ART DIRECTOR

INNER SPLENDOR MEDIA | NEW YORK, NY

### GRAPHIC DESIGNER

2018 - 2022

2016 - 2022

2014 - 2018

CONTACT

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Chicago, IL

EDUCATION

2009 - 2013  
BACHELOR OF FINE ARTS  
University of Mississippi

SKILLS

Adobe Creative Suite



Sketch



Microsoft Office



Creative problem solver

Typography geek

Visual storyteller

Serial entrepreneur

HOBBIES



Music  
Theatre



Pizza  
connoisseur



Proud  
dog dad

REFERENCES

Available upon request.