

Chris Robison

Oklahoma, USA

rawr@huskilla.com | (615) 815-7549 | linkedin.com/in/huskilla | huskilla.com

Visual Storyteller | Brand Designer | Motion Collaborator

Summary

Multidisciplinary graphic designer and art director with 10+ years of experience transforming brand strategies into bold visual experiences for events, campaigns, and digital platforms. Adept at crafting cohesive identities across scenic, print, digital, and motion design. Passionate about crafting emotionally engaging visual experiences that elicit 'Wow' moments—whether it's a stage graphic, branded presentation, or immersive signage. Skilled in managing full creative cycles from concept through production while collaborating cross-functionally with clients, vendors, and internal teams.

Experience

INTEGRATE — Art Director, Sr. Graphic, Motion & UI/UX Designer

Nov 2021 – Apr 2024

- Strategically translated brand guidelines into high-impact visual campaigns spanning motion graphics, digital ads, and environmental design.
- Partnered with sales, brand, and product teams to deliver cohesive narratives for B2B audiences.
- Collaborated with motion designers and editors to translate brand and product narratives into storyboards, styleframes, and motion studies.
- Led junior designers and implemented scalable visual systems for campaigns, internal communications, and customer-facing events

SVP WORLDWIDE — Art Director, Sr. Graphic, Motion & UI/UX Designer

Feb 2016 – May 2023

- Developed cohesive visual identities for global product launches and retail campaigns for brands like SINGER®, PFAFF®, and Husqvarna® Viking.
- Created motion assets, packaging, and branded stage visuals featured across retail stores and trade shows worldwide.
- Applied color theory, layout, and storytelling frameworks to unify messaging across digital and physical touchpoints.

HUSKILLA — Art Director, Sr. Graphic, Motion & UX/UI Designer, Web Developer

Jan 2009 – Present

- Spearheaded branding, visual storytelling, and creative direction for clients across event, entertainment, and hospitality industries.
- Created dynamic logos, presentation decks, signage, and experiential designs anchored in campaign narratives.
- Regularly handled storyboarding, 2D artwork production, and motion design with a focus on high-impact brand storytelling.

4 PATRIOTS — Frontend Web Developer & UI/UX Designer

Mar 2015 – Nov 2016

- Designed and developed branded experiences for 30+ digital platforms.
- Produced motion graphics and campaign assets aligned with marketing goals, blending storytelling with technical precision.
- Led front-end creative efforts from concept through launch with a focus on user-centric storytelling.

Skills

Brand & Marketing Design:

Visual Storytelling, Brand Identity Systems, Campaign Narrative Development, Digital & Print Collateral, Social & Display Ad Design, Presentation Design, Stage Graphics, Event & Experiential Branding

Creative Execution:

Storyboarding, Styleframes, Motion Graphics, Visual Narrative Direction, Typography, Color Systems, Layout Design, Concept Development, 2D/3D Asset Production, Event Signage, Scenic Visuals

Web & Digital:

Web Design and Front-End Development (HTML5, CSS3, JavaScript), Webflow, WordPress, Elementor, Divi, Landing Page Optimization, CMS Management (WordPress, Webflow, Drupal, Magento, Shopify)

AI-Enhanced Creative:

Content Generation, Ideation Support, Conceptual Development, and Asset Creation using AI tools like ChatGPT, DeepSeek, Mureka, Dream Machine, MidJourney, and DALL-E, Firefly, RunwayML

Tools & Technology:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere

Pro, XD), Figma, Sketch, Canva, Webflow, WordPress, Procreate, Cinema 4D (basic), Blender (basic), Framer, Google Web Designer, HubSpot, Salesforce, GA4, Hotjar, Unbounce, SEMrush, Mailchimp, Google Ads, Meta Business Suite

Collaboration & Leadership:

Cross-Functional Team Collaboration, Creative Direction, Art Direction, Production Preparation, Freelance Team Management, Client & Vendor Communication, Remote/Hybrid Team Workflow

Education

Middle Tennessee State University — B.A. in Graphic Design

Sep 2009 – May 2011 — GPA: 3.6

Coffeyville Community College — A.A. in Marketing

Aug 2007 – May 2009 — GPA: 3.6

Certifications & Courses

- Adobe Summit (2019–2024) – Graphic Design Trends & Tools
- Pantone Webinar (2018–2024) – Color Theory and Forecasting
- App Design, UI & UX (2016–2017) – Reviewed UX fundamentals for improved navigation and user flow
- Accessibility in Design – WCAG Compliance Strategies & Implementation
- Storytelling for Product Marketing – Crafting Narrative for Brand Campaigns
- Nossi College of Art (2012–2016) – Coursework in Web & Design Standards, participated in workshops to stay current on industry best practices