

Chris Vestal | Creative Director

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I am a life long surfer, native Californian, student of life, travel and art. I have built my career on hard work and determination. I use the power of ideas, design and identity to create branded experiences that seamlessly transition between the real and online worlds. I create desire, provoke conversations and elicit reaction with my work. My experience weaves photography, type and art into any medium. As a Creative Director I have built global strategies for ROXY that link campaigns, products, athletes and events across all channels. I have extensive experience managing large teams of diverse personalities in deadline driven environments and I am a strong leader in cross-functional team collaboration.

Expert Level Adobe Creative Suite

Well traveled Art Director & Photographer

Respected Leader & Mentor

Effectively build efficient strategic creative process

Brand storyteller through photography and motion

Strong understanding of 360° multi-channel global asset creation; Print, retail, digital, social, PR, OOH

Entrepreneurial

Highly curated global talent pool of creative resources:

Art Directors, Photographers, Filmmakers, Stylists & Producers.

Best Regards,

Chris Vestal

Chris Vestal | Sr. Global Art Director

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ROXY, SAINT JEAN DE LUZ, FRANCE

Sr. Global Art Director, Global Brand Marketing 2013-Present

- . Develop 360° campaigns and vision to Implement the Global strategy throughout all ROXY Creative.
- . Responsible for Managing the ROXY Art Department- set protocol, hires and manages creative personnel and manages work flows, timelines, production budgets and resources.
- . Responsible for building all photographic briefs based off of strategic goals.
- . Manage global calendars, deadlines and ensuring creative department has the assets they need to manage through all global calendar deadlines.
- . Work directly with ROXY M&D, Marketing and Sales departments to ensure ROXY marketing tactical needs are met from a creative and visual standpoint. Act as the gatekeeper for all Global projects flowing in and out of the department.
- . Responsible for managing outside agencies; communicate the strategy, write creative brief and communicate deadlines when appropriate.
- . Responsible for overseeing visual look and tone for all collateral, ads, photos, job requests and overall concept for ROXY.
- . Responsible for art direction for ROXY, including: seasonal concept, templates, Retail, POP, ads, hang tags, photo shoots, etc.
- . Responsible for creation of ROXY branding tools, including: logo usage manual, press kits, stationary, business cards, etc.
- . Create marketing guides, including: logo usage, Retail, POP, ads, photo picks.
- . Oversee art direction of quarterly line guides, including: templates, layouts, pagination, graphics, branding verbiage, photo shoots, hang tags.

EDDIE BAUER, SEATTLE, WA

Managing Art Director, Photography 2010-2013

- . Art direction, page layouts, catalog pagination and key marketing stories for each season.
- . Development of seasonal photo plan and design of photo plan presentation.
- . Primary Photo Art Director Active and First Ascent.
- . Focus on brand/advertising photography.
- . Ad design for Eddie Bauer and First Ascent.
- . Partner with Multi-media Producer to create expedition photo plans.
- . Partner with the Senior Art Director of Retail Design to select images for in-store signage and presentations.
- . Develop and execute catalog design and development as needed.
- . Execute test shoots. Product. Location. Brand. Explore fresh POV.
- . Manage large crews on location: photographers & photo crews, stylists, h&m, producers, models, athletes, art directors.
- . Art direct photographic assets for assigned catalog pages.
- . Responsible for the editing, organizing and final selection of all assigned photography.
- . Identify and recommend solutions to graphic design in partnership with catalog team.
- . Provide clear photo retouching direction and color correction as required, to print production regarding reproduction of individual images.
- . Provide input in the development of new processes that improve overall quality and work flow.
- . Promote teamwork and a pro-active work environment to achieve team/company goals.
- . Expert skills in technologies that support the process.

DC SHOES INC, VISTA, CA

Director of Publications 2008-2010

- . Manage staff of 9, designers, photographers, and photo studio.
- . Provide art direction for photo shoots, page layouts, catalog pagination and key marketing stories for each season.
- . Responsible for delivery of 64 catalogs annually.
- . Plan and manage yearly department budgets.
- . Provide art direction page layouts, catalog pagination and key marketing stories for each season.
- . Manage crews: photographers & photo crews, stylists, h&m, producers, models, athletes, art directors.
- . Art direct photographic assets for assigned catalog pages, advertisement.
- . Collaborate with design teams and merchants for pagination and pacing within catalogs.
- . Direct location and/or studio photo shoots, talent casting.
- . Responsible for the editing, organizing and final selection of all assigned photography.
- . Identify and recommend solutions to graphic design in partnership with catalog team.
- . Provide clear photo retouching direction and color correction as required, to print production regarding reproduction of individual images.
- . Identify opportunities in catalog presentation by maintaining an awareness of changes in the creative industry.
- . Provide input in the development of new processes that improve overall quality and work flow.