

CHRIS CRUZ

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Design/Creative Director

Self-Employed – 2016-Present

NYC based Design/Creative Director with 10 plus years
agency experience—specializing in high-end, bespoke
designs & design systems

Brand Creative Director

GamePlan Skincare – 2021 - Present

Ongoing—Logo Creation, Brand Development & Packaging

Creative Director

&Vest – 2022-2023

Contract—Website designs/consultation for Video Game-
based website & CMS environment

Design Director

Cake & Arrow – 2021 - 2022

Freelance—Insurance intra platform design (B2B) and System
creation and implementation

Creative Director

Leviathan – 2021

Contract—Environmental/Experiential Design Direction

Design Lead

Elephant – 2018 - 2020

Freelance—Design System creation/implementation and
software/informational UI Design

Digital Art Director

Huge – 2019

Freelance—Led design Direction, Content Strategy, and UX
on Android & Android Enterprise website & brand launches

DISCIPLINE(S)

Creative Direction
Design & Typography
UX, IxD, IA, XD
Motion & Animation
Front-End

SKILLSET

Leadership
Cross-discipline
End-to-end Scope
Management
Mentorship

SOFTWARE

Sketch, Figma
PS, AI, INDD, AFX
Principle, Framer, etc.
Blender
Governance Software