

Chris Mueller

CREATIVE DIRECTOR

Job Experience

Creative Director, January 2022–Present
GIANT SPOON, NEW YORK, NY

- » Creative Director for American Express luxury media product “Departures”
- » Senior leadership role overseeing all creative for product, print, marketing and brand partnerships
- » Management of 8 direct reports, related staff, and all creative workstreams

Creative Director, May 2016–January 2022
FOUNDRY 360, MEREDITH CORPORATION, NEW YORK, NY

- » Creative and strategic lead, producing, designing, and selling content across print, online and social platforms for clients including CVS, Morgan Stanley, Lincoln, GEICO, Synchrony Bank, and Covered California
- » Strategy, design, and presenting pitches for new business
- » Webby Nominee and Winner of CMA’s Agency of The Year in 2021

Design Director, July, 2013–January, 2016
THE NEW YORKER, CONDÉ NAST, NEW YORK, NY

- » Oversight of all editorial design for print, digital editions, and web
- » Design of brand-related apps (Goings On and The New Yorker Festival)
- » Management of art department staff and related weekly work-flow
- » Design and art direction of brand-related products and special projects
- » Art direction and design for video and digital projects

Art Director, February 2012–July, 2013
Deputy Art Director, February 2006–February 2012
Associate Art Director, February 2001–February 2006
VANITY FAIR, CONDÉ NAST, NEW YORK, NY

- » Led design and development of digital edition for tablet and mobile devices
- » Management of digital work-flow and design for all digital editions
- » Monthly design of cover, in collaboration with editor-in-chief
- » Design of features and front of book columns, redesign and oversight of Vanities section, winner of SPD’s Best Redesign Award
- » Photo shoot art direction, editing shoots, collaborating with photographers

Education

- » Bachelor of Fine Art, Nova Scotia College of Art and Design, Halifax, Nova Scotia
- » Associate Degree, Graphic Design, Nova Scotia College of Art and Design
- » Design Exchange Program, Cooper Union, New York, NY

Personal Profile

I tell stories that help brands achieve their goals.

I’m both a hands-on designer and creative leader with extensive experience helping brands connect, engage, entertain, and grow across all platforms. Throughout my career, I’ve built a large collaborative network consisting of top editors, illustrators, designers, and photographers with whom I’ve developed strong professional relationships. I bring together inspiring creative teams to achieve award winning work that exceeds expectations, grows brands, and produces results.

Core Strengths

- » Team Management and Leadership
- » Adobe CC: Photoshop/InDesign/Illustrator
- » Sketch, Figma, Wireframing
- » Video and photo shoot art direction
- » Webflow/SquareSpace/CMS/Wix Site Building
- » InVision prototyping
- » Google Analytics, digital strategy
- » Powerpoint/Keynote/Google Suite
- » Presenting and pitching design concepts
- » Budget and Project Management
- » Assigning and Concepting Illustration

Contact Information

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