

CAYLE CHRISTIAN

Creative
Collaborator
Authentically yours

Los Angeles

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GOAL

To collaborate with a group of authentic, highly talented, selfless, passionate, and innovative creatives working together to stay true to a unified vision resulting in successful project outcomes. From ideation to the final stages of bringing a creative idea to life, we will create windows not walls.

SKILLS

Technical

Brand Evolution & Development
Graphic, Product Design & Development
POS Design & Development
Trend Forecasting
Marketing Collateral Design & Development
Social Media Design & Management

Software

Photoshop
Illustrator
InDesign
SolidWorks
Office Suite
Photosimile

Abstract

Highly Driven
Team Player & Motivator
Creative Thinker
Empathetic Researcher
Strategic Problem Solver
Professional Person & Humble Heart

EXPERIENCE

Premier Mounts, Lead Creative/Marketing Coordinator, Brea

Tasked with creating visual identity, providing brand direction + ideation, creation and management of all marketing assets related to print, digital, social and web presence. Responsible for website UX re-design, coordination and implementation. (Jan 2022 - Current)

Damgood Co., Creative Entrepreneur, Los Angeles

Lead all creative design, development and integration for inspirational clothing line in all phases. Closely collaborate with vendors and partners to implement and execute the brands vision and identity of spreading love and positivity. (May 2020 - Current)

Jordana & Milani Cosmetics Group, Senior Creative, Los Angeles

Design, develop and manage marketing, merchandising and creative collateral for both brands. Highlight includes leading a complete Jordana rebrand overhaul in all phases. (Mar 2016 - May 2020)

Antigravity Batteries, Contract Creative, Los Angeles

Design, develop and manage marketing, merchandising and creative collateral. Including product photography and leading lifestyle photoshoots while collaborating in team environment. (Nov 2015 - Mar 2016)

Grace in L.A., Marketing Communication Manager/Creative, City of Industry

Social Media designer and community management. Augment brand integrity and brand development through marketing & merchandising collateral. Assist in look books, photoshoots, tradeshow booth design, POS design, and public relations. Create client presentations. Collaborate with vendors and clients. Product design and development. (Feb 2015 - Nov 2015)

Roar Clothing USA, Creative Marketing/Merchandising & Apparel Design, Los Angeles

Design and develop marketing & merchandising collateral, including blog, web, and social media development. Creation of line sheets, look books, and client presentations. Collaborate with vendors and clients. Create custom apparel designs and prints. (Jun 2014 - Feb 2015)

Under One Sky, Creative & Designer, Los Angeles

Development of brand evolution and the creation of a brand driven organization focusing on the product life cycle. Strengthening the brand through creative design, effective marketing, and a strong social, digital media presence. (Feb 2014 - Jun 2014)

Hurley, Senior Custom Design Coordinator, Orange County

Design and develop garments with self-drawn designs as well as design graphics, prints and patterns that apply to shoes and apparel. Work closely with Hurley designers for sales samples and analysis of current and future trends. (Jul 2013 - Feb 2014)

PUBLISHED WORK & ACHIEVEMENTS

The Athletic, Featured designs in Los Angeles Rams uniform redesign article. (2020)

SportsLogos.Net, Featured NFL rebrand design for the Washington Football Team.

* Received top-vote for this work in fan pole. (2020)

Outside Magazine & Deadspin Magazine, Lead Photographer

Published lifestyle photography for Stephan Shay, Team U.S.A. Olympic Marathon Qualifier. (2015, 2016)

2-Time Hurley Icon Award Winner, Design & Innovation (2013)