

Christi Faris

Art Director | Graphic Designer | Brand & Marketing Creative
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PROFESSIONAL SUMMARY

Art Director and Graphic Designer with 20+ years of experience creating strategic visual communications across branding, advertising, print, digital, social media, and marketing campaigns. Experienced leading projects from concept through final production with a strong eye for visual storytelling, brand consistency, typography, and detail.

CORE SKILLS & SOFTWARE

MAC/PC Microsoft 365 Suite Photoshop Illustrator InDesign Canva	Photography Art Direction & Visual Storytelling Branding & Identity Design Layout Design (Print/Digital) Typography & Color Theory Social Media Content Creation	Print Production & Prepress Creative Leadership Team Collaboration & Communication Deadline & Project Management Adaptability Across Brand Styles
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EXPERIENCE

Art Director 2025 - Present
Grafik Touch Advertising Agency Contract

» Lead creative development for clients, local businesses, restaurants, and nonprofit organizations.
» Design integrated print and digital marketing materials including direct mail, postcards, signage, menus, banners, newsletters, promotional products, apparel, event materials, and web content. Develop cohesive visual concepts from initial idea through final production for both digital and print.

Art Director 2014-2025
Midwest Marketing, LLC

» Led creative projects from concept through final delivery across print, digital, advertising, branding, and social media.
» Created logos, brand identities, websites, marketing campaigns, and visual systems aligned with client goals and target audiences.
» Developed creative assets and social media campaigns supporting brand awareness and engagement.
» Selected Recognition: Silver ADDY - Coca-Cola Website Design; Gold ADDY - Summer of Love Poster; ADDY - Big Top Poster; ADDY - Speakeasy Poster; AAF Design Jam Competition; ECHL Marketing Team of the Year, 2020 - 2022.

Graphic Designer 2018 - Present
River of Tri-Cities Contract

» Design and produce print, digital, web, and social media campaigns.
» Create event branding and promotional materials including posters, apparel, banners, flyers, tickets, merchandise, and social media content.
» Maintain consistent visual branding across communication platforms.

Graphic Designer 2010 - 2014
Rapid City Journal

» Designed print and digital advertising, developed ad layouts and copy, produced online advertising graphics. Earned many South Dakota Newspaper Association design awards.

ADDITIONAL EXPERIENCE

Graphic Designer for Capital Journal; Graduate Assistant at East Tennessee State University; Raster Image Processor for Johnson City Press; Graphic Artist/Digital Photographer for Grace Publications.

EDUCATION

- M.S., Business & Technology/Digital Media: East Tennessee State University
- Entrepreneurial Leadership Certificate: East Tennessee State University
- B.S., Graphic Design/Print, Minor in Marketing: Oral Roberts University
- B.S., Christian Ministry: Smoky Mountain Bible College