

Christopher R. Stoney

A seasoned creative strategist, I specialize in crafting dynamic brand identities and experiences that drive user engagement while delivering true measurable results. With over a decade of experience in graphic design, UX flow, web development, motion graphics, video production, and photography, I bring a unique blend of creative and technical skills to every project.

Experience

Dapper Labs

09/2021 - 08/2023

Senior Art Director

- Led the design and deployment of NFL ALL DAY – the first Web3 project to use video highlights as unique digital collectibles.
- Developed the overall brand and product naming conventions, which generated over \$55.2 million in revenue.
- Conceptualized and produced engaging pack art and collectible assets, as well as athlete apparel, physical advertising media, and key visuals for marketing campaigns.
- Designed and consulted on the user interface and user experience, from purchase to inventory management.
- Founded ATHLETE STUDIO, the backend portal used to monitor campaigns OKRs and calculate brand strength.

PointsBet

11/2020 - 09/2021

Assistant Creative Director

- Created numerous concepts in tandem with the marketing team, including the POINTSBET SUPER BOWL INITIATIVE that targeted first-time users for Super Bowl LV, resulting in 18% of total sign-ups in 2020.
- Spearheaded the development of a comprehensive social media-based brand strategy that was successfully implemented and drove a significant 41% increase in engagement from the previous year.
- Led a team of graphic designers and video producers to create compelling content across all platforms, ensuring the highest quality and timely delivery.

University of Florida

11/2019 - 01/2021

Director of Creative & Brand

- Designed and executed the Florida Gators Football brand and strategy guidelines from 2019 - 2022, resulting in the Wall Street Journal naming it the 9th most influential brand in college sports (unranked prior to 2019).
- Developed a social media strategy that resulted in an 18.4% increase in Twitter followers and a 22.4% increase in Instagram followers within the first eight months of implementation. Achieved the #5 ranking for most engagements on Twitter (+38%) and #3 for most interactions on Instagram (+19%) for the year.
- Measured data analytics and key performance indicators (KPIs) to report on brand strength to Board of Directors.

Legendary Field Exhibitions

10/2018 - 04/2019

Creative Director

- Collaborated with team owners, executives, and sponsors to ensure consistent branding and messaging across all league properties and partner channels.
- Developed all sales decks, securing 14 sponsorship deals worth \$3.65M, including a \$750,000 agreement with Sony Pictures.
- Oversaw the production of live events and worked closely with broadcast partners to ensure a seamless fan experience.

Seattle Seahawks

02/2018 - 12/2018

Digital Designer

- Created visually compelling digital content across multiple platforms, including marketing materials, social media assets, promotional videos, and web graphics to enhance user engagement and drive conversions.

University of Central Florida

07/2016 - 02/2018

Assistant Director of Digital Media

- Ideated design and brand strategies to enhance fan engagement and increase brand awareness, resulting in a university-record \$170M in exposure value.

Skills

- Brand Strategy Development
- Creative Direction & Leadership
- Digital Innovation & Market Research
- Excellent Communication
- Team Collaboration
- Marketing Ideation & Copywriting

Notable Clients

- NFL, MLB, MLS
- CBS Sports, FOX Sports, ESPN
- CNN, MSNBC
- King County Government
- Electric Power Research Institute
- Visit Florida, Visit Seattle

Memberships

- The Professional Association for Design
- College Art Association
- New Media Caucus
- Florida Audubon Society
- National Wildlife Federation
- + more, mostly conservation organizations