

Christopher Stoney

As a seasoned creative content strategist, I specialize in crafting dynamic brand identities, robust user experiences, and measurable results. With over a decade of experience ranging from graphic design, content strategy, UX flow, web development, motion and video production, I bring a unique blend of creative passion and technical skills to every project.

PROFESSIONAL EXPERIENCE

DAPPER LABS

— 09/2023
09/2021

Senior Art Director

- Led the design and deployment of the first Web3 project to utilize video highlights as unique digital collectibles.
- Developed the overall brand and individual product identities, which combined for \$55.2 million in revenue.
- Conceptualized and produced 3D and 2D product assets, as well as marketing content, ambassador apparel, physical event activations, digital experiences, and key visuals for advertising campaigns.
- Contributed designs and concepts for user interface based on feedback collected from user surveys.
- Created a backend dashboard to allow stakeholders to monitor campaign OKRs, brand awareness, and community sentiments.

POINTSBET

— 09/2021
11/2020

Assistant Creative Director (contract)

- Managed two teams of creatives - one domestic and one overseas - comprised of graphic designers and video producers to create compelling content across all platforms, ensuring the highest quality and timely delivery.
- Collaborated with various stakeholders to develop campaigns aimed at attracting first-time users, such as our Q1 campaign which was responsible for 42% of total new users for 2020.
- Developed a comprehensive media-based brand strategy that generated a 341% increase in brand engagement.

UNIVERSITY OF FLORIDA

— 01/2021
11/2019

Director of Creative & Brand

- Streamlined and revamped the Florida Gators brand guide and core content strategy, which became a top ten "Most Influential Brand," according to the Wall Street Journal (2021).
- Developed an organic social media strategy that resulted in a 24% increase in followers, the 5th most engagements on Twitter, and the 3rd most interactions on Instagram among all college accounts.
- Created quarterly reports and led presentations on KPIs, data analytics, and brand strength to Board of Directors.

SEATTLE SEAHAWKS

— 09/2019
02/2018

Senior Digital Designer

- Designed content across multiple digital platforms, including marketing materials, social media assets, promotional videos, and web graphics in collaboration with the Head of Content, VP of Marketing, and Creative Director.
- Managed the official team app and website, and created all assets and user interface elements.

UNIVERSITY OF CENTRAL FLORIDA

— 02/2018
07/2016

Assistant Director of Digital Media

- Ideated design and brand strategies to enhance fan engagement and increase brand awareness, seeing a record-breaking \$170M in exposure value according to Forbes (2019).
- Collaborated with multiple Executive stakeholders to develop the soft rebrand of UCF Athletics in 2017.

TECHNICAL SKILLS

- Brand Development
- Creative Direction & Management
- Email & Marketing Design
- Photo & Product Mockups
- Digital Content Creation
- Clear Communication

NOTABLE CLIENTS

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

SOFTWARE

- Adobe Creative Suite
 - Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, InDesign
- Figma - HTML, CSS, Javascript
- Spline, Blender
- Hubspot, Constant Contact
- Google Suite, Microsoft 365