

Christopher Murano

Creative & Design Director

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Highly accomplished Creative & Design Director with over 12 years of experience in leading and executing innovative and impactful design strategies. Proven track record of delivering exceptional visual concepts and designs to elevate brands, drive revenue, and engage diverse audiences. Skilled in managing and inspiring cross-functional creative teams to produce award-winning work while adhering to global creative standards.

Areas of Expertise

- Graphic Design & Typography
- Brand Management & Consistency
- Creative Strategy Development
- Color Correction & Retouching
- Cross-functional Team Leadership
- Project Management
- Digital & Offset Print Production
- 360° Marketing Campaigns
- Web Designs & Landing Pages

Professional Experience

CMA Results, Princeton Junction, NJ (Hybrid)
Creative Director

2024 — Present

Develop and execute creative designs for clients across traditional, digital, and social platforms. Collaborate with team members, while providing creative direction, overseeing the strategic vision for client deliverables. Help integrate new processes and methodologies to streamline the creative process, allowing the team to focus on organization and execution while taking accountability for their work. This initiative enhances productivity but also encourages a culture of continuous improvement, empowering team members to take ownership of their projects and take on greater responsibilities.

Key Accomplishments:

- Balance creativity with strategic planning to deliver compelling 360° digital and print marketing campaigns that resonate with the target audience while collaborating with web, marketing, and product development departments.
- Streamline internal design processes for project submission, improving organizational workflow and archive management to increase efficiencies.
- Create design deliverables, assets, or campaigns from the newly created re-brand to help tell the story about the brand's journey and the consumer benefits, prioritizing brand consistency across all marketing materials.

Anywhere Real Estate, Inc., Madison, NJ (Remote)
Creative & Design Manager

2020 — 2024

Direct creative strategies for international real estate brands, Better Homes and Gardens® Real Estate and ERA® Real Estate, ensuring alignment with market trends and brand value propositions. Collaborate with chief marketing officer and partner agencies to craft compelling designs across print, digital, and social marketing materials. Manage creative processes, from conception to execution, for sales support, product promotion, event marketing, and 360° brand campaigns. Optimize resource allocation to enhance service levels and reduce costs.

Key Accomplishments:

- Transitioned to oversee a third brand, CENTURY 21®, in addition to Better Homes and Gardens® Real Estate and ERA® Real Estate, effectively managing creative demands across multiple brands.
- Reduced expenses by optimizing agency resources and enhancing service levels for key stakeholders.
- Streamlined internal processes for project submission, improving organizational workflow and archive management.
- Developed innovative graphics for diverse channels, supporting internal sales and product visibility.

MC² Brand Experience, Paramus, NJ
Senior Graphic Designer

2015 — 2020

Engineered innovative 53' tractor-trailer design displays, enhancing brand exposure and engagement at key annual events nationwide for Lexus. Contributed to development of impactful tradeshow designs for Motorola Solutions, reinforcing brand identity and technological leadership. Conceptualized and executed captivating graphic designs for prominent Toyota vehicles like Camry, Tacoma, and Supra, augmenting brand recognition and desirability.

Key Accomplishments:

- Orchestrated the creative design and production management of multimillion-dollar projects, fostering revenue growth and client satisfaction.

- Spearheaded successful launch and maintenance of Lexus racing pavilion, securing a lucrative contract renewal for three consecutive years.
- Amplified Lexus brand visibility within racing industry, garnering extensive media coverage across IMSA events and establishing a formidable presence.
- Elevated Toyota's market relevance through dynamic lifestyle design approaches, driving significant media attention and consumer interest.
- Enabled Motorola to showcase expertise in technology and public safety through cutting-edge design solutions, fostering industry credibility and customer trust.

KPMG, LLP (Management Consulting), Montvale, NJ
Senior Graphic Designer

2014 – 2015

Managed design projects from concept to completion, ensuring high-quality design outputs and timely delivery of projects. Leveraged expertise in 360° digital campaigns to create compelling HTML emails, UI designs, interactive PDFs, whitepapers, and infographics. Collaborated effectively with cross-functional teams to translate project requirements into visually engaging design solutions.

Key Accomplishments:

- Recognized for innovation and excellence by winning the **2015 American Inhouse Design Award** for designing captivating invitations and event materials for the U.S. Cross-Border Tax Conference in Miami, FL.
- Led creative design initiatives for key collateral items, including proposals, presentations, and sales materials, achieving a cohesive and fresh brand image for KPMG.
- Exhibited commitment to brand consistency by developing numerous internal and external client deliverables while adhering to strict brand standards.

MC² Brand Experience, Chestnut Ridge, NY
Graphic Designer

2009 – 2014

Leveraged expertise in design programs to create compelling marketing proposals and client presentations. Managed production processes, collaborating with third-party vendors and internal print facilities to ensure high-quality designs. Contributed to growth of Canon, Bloomberg, and Caterpillar brands by implementing innovative design solutions that captivated audiences.

Key Accomplishments:

- Steered comprehensive internal tradeshow programs for Canon since 2010, ensuring seamless planning, execution, and on-site support for successful events.
- Conceptualized and managed "The Kobe Bryant Gymnasium" project, transforming spaces with innovative designs, including large format historic photo montages and custom graphics.
- Enhanced Bloomberg's brand visibility by designing and executing internal tradeshow programs for 30 business units, introducing creative structures and impactful graphics.
- Elevated Caterpillar's brand presence within construction, resource, and transportation industries through strategic design and production of internal tradeshow programs.

Additional Experience

Freelance Graphic Designer, Rutgers School of Nursing
Freelance Graphic Designer, Seton Hall University & Fort Group Inc.

Education

Bachelor of Arts | Seton Hall University, South Orange, NJ
Certificate in Web Design

Technical Skills

- Graphic Design Software – Adobe Creative Cloud (Illustrator, InDesign, Photoshop, XD, Premiere, Acrobat)
- Web Design Software – WordPress, CMS, Adobe Experience Manager, CSS, HTML5,
- Miscellaneous – Canva, Asana, Figma, Box, Dropbox, CADtools, Perfect Resize, Sharefile
- Microsoft Office – PowerPoint, Teams, Excel, Outlook, Word, OneDrive, Sharepoint

Awards & Recognitions

- 2015 American Inhouse Design Award