

Chris Minori

Design Director

A Design Director and Project Leader with over 20 years of experience dating back to the beginnings of current pop culture, emphasizing creative design to maximize user engagement and drive meaningful social and digital interactions. Originally an artist, Chris continues to channel his creativity and expertise through many mediums including Web Design, Graphic Design, Exhibit Design, UI/UX and more.

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Expertise

Social Media Building • Spatial Design • Experiential Design • Graphic Design/Adobe CS • UI/UX Design
Digital and Web Design • Omni Channel Marketing • Art Direction • Signage • Team Leadership
Project Management • Photography • Typography • Creative Copywriting • Global Events • Figma

Experience

Cone Denim, Elevate Textiles Los Angeles / New York / Greensboro 2010 - 2020
Director of Creative Projects and Marketing

- Conceived and executed more than 35 key creative global event projects and initiatives.
- Reporting to CEO and VP of Marketing, headed up EU Creative Marketing effort to build Asia manufacturing business from \$20MM to over \$100MM per year during 4 year initiative 2010-2014.
- Created and built a sector leading social media account with over 45K targeted followers.
- Managed up to 10 team members for launching new websites, global events, exhibits, videos, and business development in Europe, Asia, and throughout the U.S.
- Designed and managed the renovation of a classic movie house into the live-performance Cone Denim Entertainment Center, a partner with Live Nation and The House of Blues.
- Cultivated senior level partnerships and co-branding efforts with partners including Lucky Brand, Volcom, Pacsun, True Religion, AG Jeans and many more.
- Created and developed all digital/graphic assets and build/manage brand presence at the B2B and B2C levels.

Chris Minori LLC Los Angeles / New York 2007 - Present
Creative Design, Marketing and Web Development

- Provide design and creative services for brands including Alternative Apparel, J Crew, Abercrombie & Fitch, Levi's, Cone Denim and Burlington.
- Create graphic identity packages and brand design such as the product branding for new Madewell Categories at original launch and then again at the Men's product launch in 2021.
- Provide web development and create social media accounts to lead sectors and enhance user engagement.
- Launch first ever B2B company portal directly to DTC in the denim industry with the White Oak Shop.

Stephen Woolley and Associates, Architects Culver City 2000 - 2006
Architectural Project Manager

- Successfully managed highly technical facilities and satellite launch projects in the defense and aerospace industry with budgets from \$7MM - \$30MM as a design leader.
- Cultivated relationships and manage large design-build teams with clients such as Lockheed Martin, Boeing Rocketdyne, Boeing Satellite Systems, TRW, Northrup Grumman, Raytheon and the LAPD.

Education

State University of New York at F.I.T. - B.F.A. Interior Design/Art History

Harvard Business School/HBX - Certificate in Entrepreneurial Studies

Arizona State University - Mechanical Engineering - 2 years non degree

Bronx High School of Science