Chris Hansen.

SENIOR GRAPHIC DESIGNER + CREATIVE SYSTEMS PARTNER

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01 / PROFESSIONAL SUMMARY

Senior graphic designer and creative lead with 20+ years of experience across brand identity, packaging, apparel and merchandise, e-commerce, campaigns, and production. Builds flexible systems, extends product lines, prepares clean production files, and keeps work consistent across teams, vendors, formats, and channels.

02 / CORE EXPERTISE

Brand systems: Brand identity · packaging and multi-SKU programs · retail presentation
Digital + campaign: Shopify and e-commerce · campaign and social assets
Production + execution: Apparel and merchandise graphics · print and production · vendor handoffs · creative direction

03 / PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Antigua Apparel | Jul 2024–Present
- Design apparel graphics, e-commerce, campaign, email, paid-media, and print assets for Antigua and licensed product lines.
- Built the brand's Shopify site with custom sections and merchandising components that support its core and licensed catalog across mobile and desktop.
- Create production-ready artwork and organized handoff files so designs translate cleanly from screen to garment, vendor, and launch asset.

Art Director / Creative Lead | Confidential Retail Consumer Brand | Oct 2006–Jul 2024
- Led brand, packaging, campaign, and retail asset development across long-running consumer product lines.
- Built repeatable packaging systems and multi-SKU programs for national retail distribution, balancing family recognition with clear product differentiation.
- Managed production workflows, vendor-ready files, and brand consistency across print, digital, promotional, and point-of-sale work.

Freelance / Contract Graphic Designer | Independent Clients | Ongoing
- Create brand, merchandise, packaging, campaign, and illustration work for lifestyle, entertainment, apparel, and consumer brands.
- Selected client work includes Hurley, Volcom, and Vans Warped Tour through 4Fini, along with independent brands and creative teams needing hands-on design support.

04 / SELECTED ADDITIONAL EXPERIENCE

Art Director and Graphic Designer | Home and Body Company
Graphic Designer | Digital Trellis **Art Director** | Trustkill
- Designed multi-SKU packaging across beauty, home, and pet products sold through national retail accounts including Costco, TJ Maxx, World Market, Trader Joe's, and HomeGoods.

05 / TOOLS

Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Figma • Shopify • Notion