

# CHRIS CECH DESIGN - DIRECTION - STRATEGY

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Creative professional with 12+ years across agency and in-house environments, spanning footwear, outdoor, healthcare, and technology. I build and scale brand design functions — from visual identity systems to the processes and infrastructure that make them run — with a focus on consistency, quality, and impact. Currently developing a practice in AI-assisted design workflow automation, including programmatic Figma integration and Claude Code-based pipeline development.

## PROFESSIONAL EXPERIENCE

### MODERN HEALTH

SENIOR BRAND DESIGNER: 09/2024 — Present

- Scaled visual identity system across thousands of external touchpoints — executed a cohesive design system across LinkedIn, paid advertising, member and client materials, white papers, and sales presentations, establishing the highest level of brand consistency in company history.
- Built and operationalized a brand design function from the ground up — designed and implemented a full intake and project lifecycle process, managing 550+ design requests over nine months; directly managed two contractors and all work output; developed archival systems for fast retrieval and project tracking.
- Provided end-to-end design and strategic support for high-visibility sales opportunities — partnered with sales and business development to deliver polished materials for enterprise prospects, contributing beyond execution into strategic slide development and how the business is presented to prospects.

### THE PROGRAM PDX

SENIOR DESIGNER: 05/2023 — 03/2024

- Provided creative direction and senior design leadership across a diverse client roster, including Fender Guitars; guided junior designers and led weekly client reviews across simultaneous accounts.

### FORTWEST

SENIOR DESIGNER: 05/2021 — 03/2023

- Served as design and art direction lead across a diverse client roster, spanning Providence Health Care's open enrollment campaign, an 8-part video sales enablement series for SafeGuard Cyber, and a national OOH campaign for Osmo including a Times Square placement.

### CAMBIA HEALTH SOLUTIONS

BRAND DESIGNER: 12/2018 — 01/2021

- Built and evolved the Journi brand identity, extending it across a suite of print and digital marketing materials to raise awareness within underserved communities.

### KEEN FOOTWEAR

DESIGNER: 03/2018 — 12/2018

- Developed brand identity, standards, and go-to-market materials for the Keen Utility product line, including OOH advertising, sales event graphics, and branded collateral.

### NIKE

SENIOR COMMUNICATIONS DESIGNER: 03/2017 — 03/2018

- Partnered directly with APLA Nike Direct senior leadership to develop presentations and visual storytelling for internal initiatives and team events.

INTERNAL COMMUNICATIONS DESIGNER: 09/2014 — 07/2016

- Produced internal communications across infographics, presentations, and signage for the Workplace Design & Connectivity department, supporting HQ and global initiatives across communications, leadership, and employee services teams.

## SKILLS

### Design & Art Direction

Brand Identity Systems  
Visual Design  
Graphic Design  
Art Direction  
Creative Direction  
Typography  
Layout Design  
Illustration  
Storyboarding

### Motion & 3D

Motion Design  
Animation  
3D Modeling

### Experience & Campaign

Experience Design  
Campaign Design  
Social Media Design  
Out-of-Home Advertising  
Print Design  
Digital Marketing Design

### Operations & Strategy

Design Operations  
Project Management  
Creative Project Management  
Brand Strategy  
Design Systems  
Contractor Management

### Tools

Figma  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
Blender  
Figma Make  
Claude Code

## EDUCATION

The Art Institute  
of Portland

Portland, Oregon  
Bachelor of Fine Arts  
Graphic Design