

CHRISTOPHER GRIM

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New Orleans, LA

CREATIVE DESIGN

Innovative and versatile Creative Designer with over 10 years of experience in branding, design, and multimedia production. Skilled in developing compelling visual identities, leading creative teams, and producing high-quality assets for both digital and traditional platforms. Extensive expertise in motion graphics, video editing, and scenic design. Proven ability to collaborate with high-profile clients, including major sports teams and global brands, to deliver creative solutions that exceed expectations.

EXPERIENCE

Creative Director/Designer
ZONY MASH + BEYOND
2024 - Present

- Designed and maintained cohesive branding across packaging, merchandise, and digital platforms, enhancing brand identity and recognition during company rebrand.
- Created innovative and visually compelling beer labels and packaging that reflected the brewery's unique character and appealed to target audiences.
- Produced creative assets for seasonal promotions, events, and social media, driving customer engagement.
- Produced custom illustrations and graphics for brewery merchandise, in-house signage, and event materials.
- Designed website layouts, email marketing templates, and social media graphics to promote new product launches and brewery initiatives.
- Captured and edited high-quality product and event photos for digital and print media.
- Worked with external printers and suppliers to ensure designs translated accurately to physical products.

Senior Creative Design
*New Orleans Saints &
New Orleans Pelicans*
2023-2024

- Develop and maintain brand guidelines for NFL and NBA teams.
- Design seasonal branding assets for both teams, including promotional material, digital assets, and merchandise.
- Lead internal design initiatives and collaborate on partnership relations for creative design projects.
- Produce motion graphics and video content for digital marketing and broadcast use. Create social media content and product design for promotional purposes.

Creative Director
Brand Iron Marketing
2022 - 2023

- Managed client relations and led branding projects, including logo design and overall visual identity.
- Directed branding design & development, UX/UI design, and web design, ensuring seamless user experiences across platforms.
- Produced digital assets, including photo/video editing, presentation design, and SEO-driven content.
- Designed capital raise decks, helping clients effectively communicate business strategies to investors.

Creative Director
Moxie Marketing Group
2020-2022

- Led the design of logos, social media campaigns, and large print materials for a variety of clients.
- Developed brand identities and marketing strategies across digital and print mediums.
- Produced photography and videography content, with expertise in editing and post-production.
- Designed layouts for brochures, banners, business cards, and presentation materials.

EDUCATION

IOWA STATE UNIVERSITY | 2011 - 2014
BFA in Acting/Directing & Scenic Design
Minor in Film Studies & Screenwriting

CLIENTS

New Orleans Saints, NFL, NBA, The National WWII Museum, RedBull, Bud Light, Raising Canes, Crown Royal, Hennessy, Oschner Health, Crescent City Rougaroux, Leon Gallery, Shadows Gather, Lucha Krewe, Krewe De Lune, Hexxorsis, Dirty Coast, DRGinvest, Bally Sports, Entergy, Blood Rush Films, The Macabaret, No Vacancy, RiNo Arts District.