

Chris Siarkiewicz

Design Direction | Visual Identity | Storytelling | Moto-Racing
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SUMMARY

Exploring the limits of design while driving teams & projects to next level outcomes. Taking things apart to make them exceptional together.

Creative leader with 10+ years of experience offering a unique combination of design skills, technical understanding, mechanical production and fabrication.

EXPERIENCE

Square Root Creative New York, NY
Design Director, Art Director, Senior Designer 2012 – 2025

- Led concept-to-execution for brand identity, retail packaging, POS, event materials, print and digital campaigns for the tech and spirits markets.
- Directed photoshoots, video content and high-end press runs.
- Served as the creative bridge between account, content and production teams.
- Developed Ricoh North America's flagship "5th Color" brand, spearheading the design and production of all sample kits, tutorial videos, social graphics and sales materials.
- On-site agency partner at client events and trade shows, creating and presenting content, elevating product storytelling through strategic visual design.

CBX New York, NY
Freelance Design 2009 – 2012

- Brand and packaging development for CPG and QSR clients.

Siegel+Gale New York, NY
Freelance Design 2009, 2010

- Created identity concepts and visual systems for CooperVision, Xfinity and Music Choice.

FutureBrand New York, NY
Designer 2005 – 2008

- Contributed to identity systems and packaging for global clients including Mastercard, Intel and UPS.

INTERESTS / SKILLS

DIY mindset

Solving problems and learning what is wrong by working backwards / deconstructing them.

Print production

Deep knowledge of press capabilities, substrates, foils, die-cuts and specialty inks.

Client engagement

Comfortable conversing with clients, reading the room and attending the obligatory dinner.

Mentoring

Coaching designers and teaching technical skills to be more efficient.

Meticulous in nature

Whether it's obsessing over typographic details or rebuilding an engine.

Personal passions

Motorcycle builder/racer, hockey player and obscure movie quote aficionado.

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CAREER HIGHLIGHTS

- **Worked on iconic brand identities**, including DreamWorks/Intel, Mastercard, Museum of Science & Industry and National Association of Home Builders.
- **Directed rebrands** for Vision Direct, Barkworthies and Square Root Creative.
- **Equipped RICOH with the tools to dominate the specialty color print market** by developing over 200 branded print samples and 50+ video tutorials for sales enablement and PSP training.
- **Created consumer packaging** for Walgreens (Nice!, deLish), RoundUp, Diageo/Crown Royal and Intel hardware.
- **Designed immersive experiences** for Ricoh, Roland, Fanhome, Dave & Busters, Dunkin Donuts and Wawa.
- **Built and successfully raced vintage motorcycles** with consistent podium finishes for over 7 years with AHRMA.



EDUCATION

Western Michigan University

Bachelor of Fine Arts, Graphic Design 1999 – 2005, Kalamazoo, MI

Basel School of Art & Design

Basel, Switzerland. Summer 2005

Studio Art Centers International

Florence, Italy. Summer 2002

Boy Scouts of America, (Eagle Scout)

West Michigan. 1990 – 1999