

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 15+ years of experience offering a unique combination of design skills, technical understanding, mechanical production and fabrication.

EXPERIENCE

Square Root Creative
Design Director, Art Director, Senior Designer

New York, NY
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
Freelance Design

New York, NY
2009 – 2012

- Brand and packaging development for CPG and QSR clients.

Siegel+Gale
Freelance Design

New York, NY
2009, 2010

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

FutureBrand
Designer

New York, NY
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.

Mentoring
Coaching designers and teaching technical skills to be more efficient.

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

Meticulous in nature
Whether it’s obsessing over typographic details or rebuilding an engine.

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

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