

# Chris Siarkiewicz

Design Direction | Visual Identity | Storytelling | Moto-Racing

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## SUMMARY

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I combine conceptual storytelling with deep production knowledge of print, substrates, specialty inks, fabrication, and large-format activation bringing ideas to life with precision and craft. With 10+ years, I've led identity refreshes, packaging overhauls, product launches, and immersive brand experiences for clients across digital printing, CPG, beverage, and B2B categories.

## EXPERIENCE

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**Square Root Creative** New York, NY  
**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.
- 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

- Consumer Packaging for Walgreens Nice! Kimberly Clark Professional, Round Up,
- Toot'N Totum C-store identity, Dave & Busters, Dunkin Donuts & Wawa

**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.

## SKILLS / ABILITIES

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### Proficiencies

Art Direction, Adobe Creative Suite, Photoshoots, Retouching, Experiential.

### Print production

Package design, die lines, proofing, printing processes, color management, photography.

### Client engagement

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

### Mentoring

Coaching designers and teaching technical skills to enhance team development.

### Meticulous in nature

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

### Personal passions

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

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## CAREER HIGHLIGHTS

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- **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 with 15% increase in sales** 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

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### 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