

Chris Cantley

Multifaceted Designer

Biography

My path to design has been wonderfully unconventional—from line cook to screen printer, special effects makeup artist to film poster designer. Each role taught me something valuable about creativity, problem-solving, and connecting with audiences.

My first design job came while screenprinting at a skatewear startup in Providence, RI during summer breaks from art school. I did everything: screenprinting, designing t-shirts and logos, sales, inventory, and events. My stint as a special effects makeup artist let me see behind the scenes of iconic films like *The Usual Suspects*. Years spent designing film posters at the Rod Dyer Group in Los Angeles opened my eyes to design's possibilities. My time as a line cook in Charleston, SC taught me to be agile, move quickly, and work efficiently.

Today, as an independent designer and creative director with 15+ years of experience, I draw on all these skills. With every project, I bring my history and lived experience to help organizations tell their stories through strategic visual communication. I specialize in brand identity, marketing collateral, and publication design—always with an eye toward clear communication.

Many clients don't have in-house design teams, so I step in as their creative partner. I handle everything from initial concepts to final production, ensuring brands stay consistent across all platforms. Whether launching a new identity, facing tight deadlines, or managing complex publications, I bring both strategic thinking and hands-on expertise to every project.

As a long-standing board member and former president of Spark Design Professionals, I'm deeply connected to NYC's creative community. This nonprofit fosters collaboration among design professionals. Through organizing events and building relationships, I've developed an extensive network of top-tier collaborators—photographers, copywriters, and strategists who enhance every client project. I've become skilled at managing high-pressure timelines without sacrificing quality, invaluable in today's fast-paced business environment.

How I help clients:

- **Save time and money** by providing senior-level expertise without full-time overhead
- **Meet challenging deadlines** through streamlined processes and careful project management
- **Maintain brand consistency** via comprehensive identity systems and clear guidelines
- **Access top talent** through my network of trusted creative professionals
- **Focus on strategy** so design decisions align with business goals

From concept to delivery, I handle complexities so you can focus on what you do best. If you're seeking a design partner who combines strategic thinking with reliable execution, let's discuss how I can help bring your vision to life.