

Chris Cantley

Multifaceted Designer

Creative leader and multifaceted designer with a broad, lived perspective.
My approach to design is rooted in curiosity, clarity, and a respect for context.
I create work that's not just smart and strategic, but deeply human.

Cantley Art+Design, Owner/Principal Creative 2014–Present

Branded communications, visual design, and strategy consultant for clients across various sectors, including education, finance, law, non-profits, and healthcare. Successfully revitalized brand identities for clients like John Jay College, New York University, Falcon Inc., and Odyssey House, driving increased brand recognition.

- Successfully led a major brand identity implementation for John Jay College. Projects included interior and exterior signage, messaging, publications, fundraising collateral, direct mailings, a magazine, and student enrollment materials.
- Worked with Odyssey House over a span of more than 10 years crafting and evolving their brand over multiple communications channels include printed and digital marketing collateral, program brochures, annual reports, and premium gift packages.

Sequel Studios, Design Consultant 2021–2024

Dual role as a design and print/digital production consultant responsible for elevating Apollo Global Management's brand presence.

- Created a comprehensive set of digital playbooks detailing Apollo's global go-to-market and event strategies, enhancing Apollo's market impact and stakeholder communication.
- Delivered high-visibility reports, white papers, presentations, and fact sheets that effectively communicated complex information to a global audience of industry professionals, financial advisors, institutions, and investors.

Liquid Agency, Design Consultant 2020–2021

Led brand implementation efforts for the San Jose Downtown Association (SJDA), ensuring consistent visual identity across multiple channels.

- Designed a full suite of SJDA marketing collateral, including digital and print communications, outdoor ads, street banners, social media assets, brochures, stationery, presentation deck templates, monthly newsletter, and brand guidelines.

Carbone Smolan Agency, Design Consultant 2018–2019

Design lead for major branding initiatives.

- Redesigned the Lincoln Financial Field logotype in Philadelphia. The logo I designed is bolder than the previous logotype, substantially improving brand recognition and visibility. It is currently implemented across all stadium signage applications, digital and print marketing collateral.
- Worked on reports and presentations for Tapestry Inc., enhancing their corporate communications.

Siegel+Gale, Design Consultant 2005–2006

Led the design of a comprehensive graphic identity toolkit for the Sound & Speed Festival, resulting in an impactful brand presence at the event sponsored by SunTrust Bank.

New York University, Art Director/ Senior Designer 2001–2004

Design lead working on numerous comprehensive branded initiatives for schools and departments within New York University.

- Created a complete visual communications program for the Department of Music and Performing Arts Professions at NYU Steinhardt, including program brochures, event calendars, posters, digital communications, alumni profile books, direct mailings, environmental and event graphics.

Portfolio

chriscantley.com

Education

M.S. Communications Design
Pratt Institute
Brooklyn NY

B.F.A. Print Media
University of the Arts
Philadelphia, PA




Software

InDesign
Illustrator
Photoshop
Premiere
AfterEffects
Figma
WordPress
Keynote
PowerPoint
Word
Excel
Google Suite
Canva

Skills

Art/Creative Direction
Graphic Design
Publication Design
Logos and Branding
Event / Environmental Design
Digital and Social Media
Digital Video Editing
Infographics and Illustration
Structural Mock-ups
WordPress
HTML / CSS

Connect

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