

Christos Xidias

www.Christos.pro / Hello@Christos.pro / 646-327-6178

Experience

Yext Inc. *Art Director*

October 2017 – Present

- Grow and mentor a group of creatives that include traditional and digital designers, and videographers, and leveraging external talent networks
- Lead the evolution of the Yext brand and its expression across all channels and touchpoints
- Manage production for all Brand Marketing design projects, including annual conference, website UX / UI, lead generation, nurture campaigns, display ads, and social graphics resulting in record results, quarter over quarter
- Steer and guide the creative and conceptual vision of each project, from both aesthetic and technical perspectives
- Present creative work to stakeholders, nurturing client relationships and building client trust, pitching new projects
- Create and implement branding systems for Yext's websites, sub-brands, events, and products
- Drive innovation and differentiation of the Yext brand
- Optimize design and workflows to improve team performance and results

Sailthru Inc. *Art Director*

February 2015 – October 2017

- Own, produce and regulate the Sailthru brand
- Manage the design and development of all B2B marketing campaigns and materials
- Lead the redesign of all digital and print content in January 2016, resulting in increased engagement across all customer and prospect touchpoints (increased time on site and pageviews per session, lead quality, content downloads, engagement on blog and social, NPS, and traffic at tradeshow booth).
- Direct all development and UI/UX design on www.Sailthru.com, associated campaign Landing Pages, blog and all digital properties
- Lead and manage a team of designers, developers and vendors
- Manage project pipeline and goals to maintain alignment with Content, Lead Generation, Product and Sales executives and teams, ensuring that Design budgets and resources are allocated appropriately and time is spent on projects that will yield the best results
- Partner with cross-functional teams and vendors to ensure timely, cost effective production and delivery of all materials
- Conceptualize and produce industry-leading event experiences, signage, environmental graphics, tradeshow booth, video graphics

Senior Graphic and Interactive Designer

January 2014 – February 2015

- Design graphics, experiences and collateral for Brand Marketing campaigns

A Bit About Me

Comfortable in both the design studio and the board room, at startups and in corporate environments, I am a design leader that is most successful when given the opportunity to lead and to listen. I love collaborating and operating cross-functionally to ensure the projects we produce meet the needs of the business and lead to record-breaking results. I provide elegant solutions to complex problems and love what I do.

Gigunda Group *Freelance Senior Designer*

August 2013 – December 2013

- Conceive of and create unique and innovative marketing activations and promotional collateral for national health insurance company, while adhering to health industry regulations and brand identity guidelines
- Collaborate with client and account directors to create activations that support the client purpose and mission, while maintaining an engaging user experience and brand aesthetic

Landor Associates *Freelance Designer*

January 2012 – November 2013

- Manage, implement and oversee execution of brand standards for collateral, logo suites, and packaging for Verizon FIOS, Verizon Wireless, Johnson & Johnson, Citi, Barclays and others
- Design and produce annual reports, logo suites, brand standard guidelines and internal communications for client pitch meetings, presentations, and human resources activities and events
- Collaborate with client directors, art directors, and other designers to deliver client narrative and brand identity effectively and consistently
- Create templates, one-sheets and packaging mechanicals according to print proofing standards
- Studio skills include book binding, poster mounting, plotter printing, package comping and proofing
- Clients include Verizon FIOS, Verizon Wireless, Citi, Central Park Conservancy, Altria, Barclays Center, and World Trade Center

43DPI Creative *Creative Director*

January 2006 – Present

- Conceive, manage and direct projects for over 100 clients, providing exceptional design and branding experiences to SMB's and non-profit organizations globally
- Lead design and development teams ensuring deliverables remain on-brand and on-time

Maxymiser Inc *Freelance Marketing Designer*

December 2010 – September 2011

- Produce email marketing templates, campaigns, trade show booths, and quarterly newsletters
- Collaborate with international developer group to maintain Wordpress website art and content

Proficiencies

- Managing and Mentoring Designer Teams
- Brand Design Systems and Visual Identity
- UI / UX Design
- Product Design
- Product Marketing
- Environmental Design
- Digital Strategy
- Email Nurture Campaigns and Strategies
- Interactive Creative Direction
- Collateral Design
- Responsive Email Design
- SEO and Google Analytics
- A/B Testing
- Display Ad Design
- Responsive / Mobile Web Design
- Wireframing / Prototyping
- Iconography
- Presentation Design / Slideshow
- Photo Retouching
- Video Production
- Print Production and Mechanicals
- Outreach and Acquisition Strategies
- Infographics
- Typography
- Adobe Creative Cloud
- Google for Work
- Marketo
- Pardot
- Salesforce
- Slack
- MS Office

Education

Pratt Institute, Brooklyn, NY
GPA 3.7

Bachelor of Fine Arts in
Communication Design