Chris Fikes

Boerne, TX 78006 · (830) 225-4763 · chris@chrisfikes.com · chrisfikes.com

Summary

Art director and graphic designer with 12+ years creating marketing campaigns, brand systems, and packaging. Ran a design studio for nine years serving 43 clients, then led brand and packaging in-house for a national CPG company supporting $8 million in annual revenue. Works best next to a good writer, building words and pictures together from the first sketch.

Experience

Krāv: Founder & Designer

May 2020 – Present · Boerne, TX · Online learning platform for skydivers

- Built the brand and marketing system: identity, ad templates, and a brand guide used across every channel
- Ran paid social campaigns, with each concept produced in square, portrait, and story formats from one system
- Placed digital ads in Skydive The Mag, and designed print flyers, event booth graphics, and a merch line
- Wrote the ad copy and designed the campaigns end to end, from concept and headline to final production
- Designed and shipped the platform itself, including a 22-person expert review program and a 38% load-time reduction

Stryve Foods: Art Director & Lead Designer

April 2023 – February 2025 · Boerne, TX

- Set creative direction and campaign strategy with the Director of Marketing across five product lines supporting $8 million in annual revenue
- Directed brand identity, voice, messaging, and sales materials for all five lines
- Owned packaging design and development across 56 SKUs
- Partnered with sales on mockups, sell sheets, and trade materials supporting 86 retail placements
- Led email, social, and campaign execution, mentoring two junior designers

Seed Designs: Founder & Creative Director

January 2014 – April 2023 · Boerne, TX

- Founded and ran a design studio serving 43 clients across 11 industries
- Created multi-format ad campaigns, brand systems, packaging, and partnership marketing for clients including Dr. Garza Plastic Surgery, 7 Strong Industries, and Wilderness Trek
- Directed a four-person team, setting scope, timelines, and quality standards
- Sourced and closed new business, and managed every client relationship from pitch through delivery

iFly San Antonio: Flight Instructor

May 2018 – Present · San Antonio, TX

- IBA Level 4 Instructor & Trainer Level II, certified to coach advanced flyers and train new instructors
- Taught 10,000+ students complex physical skills through structured briefing, live coaching, and debrief

Skills

Design: Campaign development, art direction, layout and typography, brand systems, packaging, print production, social and digital ads

Tools: Adobe Illustrator, Photoshop, Final Cut Pro, Claude Design

Digital: Webflow, responsive design, analytics

Other: Team leadership, client management, presenting, fluent Thai

Education

Texas A&M University, College Station, TX · B.S. Psychology