



CHRISTOPHER GRAYSON

CREATIVE DIRECTOR & ENTREPRENEUR

PORTFOLIO: <http://ChrisGrayson.com/portfolio.html> • BLOG: <http://Giganti.Co> • 917-597-4787

MEDIA HIGHLIGHTS

- **Wall Street Journal**
[Quote](#), augmented reality
- **Forbes**
[Expert reference](#), smartglasses
- **Mashable**
[Quote](#), augmented reality
- **VentureBeat**
[Quote](#), augmented reality
- **Boy Genius Report**
[Quote](#), Apple product strategy

Additional expert quotes, references, and mentions in the tech press, include TheNextWeb, ReadWrite, AlleyWatch, and others.

PUBLIC SPEAKING

A small selection of more notable speaking appearances...

- **MIT Media Lab**
AR in Action,
Cambridge, MA
- **NASA Jet Propulsion Lab**
Theodore von Kármán Hall,
Pasadena, CA
- **New York Fashion Week**
Smart Fashion / Swissnex,
New York, NY
- **Parson's**
New School of Design,
New York, NY
- **NYU Polytechnic Institute**
Bern Dibner Auditorium,
Brooklyn, NY
- **Wearable Tech Expo**
Jacob Javits Center,
New York, NY
- **Wearable Wednesday**
New York Times Building,
New York, NY
- **Retail Summit**
Leo Burnett,
Chicago, IL
- **SXSW Interactive**
Educational Track,
Austin, TX

REALITY FACTORY

2016 — PRESENT

ANALYST, MARKETING CONSULTANT, WRITER

- Provide qualitative market research and analysis on smartglasses & near-eye optic display systems to private equity and corporate investment
- Editorial: [UploadVR](#) (largest tech publication by readership dedicated to VR & AR)
- Editorial: [20/20 Magazine](#) (largest trade publication for the optometry industry)
- Leveraging past experience (i.e.: prior technical illustrator for Morgan Stanley), create all original technical drawings accompanying editorial, for samples: [\[download Zipped PDF\]](#)
- Creative services / technical illustration, including recent work for Cambridge University Press

AUGMENTED WORLD EXPO (AWE)

PREVIOUSLY KNOWN AS
AUGMENTED REALITY EVENT

2010 — 2014, +2017, +2019, SANTA CLARA, CA

CO-ORGANIZER & CONTRIBUTOR

The world's largest [trade show](#) & expo dedicated to the augmented reality industry.

- Curator & Project Manager of SmartGlasses & AR headsets gallery installation (2019)
- Designed collateral one-sheet for 2019 gallery sponsorship
- Previous years:
 - Host of "Design Track" (2011-2013, 2017)
 - Event Marketing & Advertising, including collateral design and stage design (2010-2012)

CHRISTOPHER GRAYSON CORP.

2014 — 2016, NEW YORK CITY

CO-FOUNDER, CEO & CHIEF CREATIVE OFFICER

Bringing a fashion industry atelier model to wearable technology, starting with a bag-charm for push notifications — a SMART JEWEL with smartwatch-like functionality — that paired to a woman's smartphone.

- Developed branding, design and marketing materials
 - Website: <http://ChristopherGrayson.com>
- Built a team, working on sweat equity
- Raised a small friends-and-family round of funding
- Staged two events:
 - one during New York Fashion Week
 - another in the [Chelsea Gallery District](#)
- Design prototypes and functional prototypes were built
- Earned media was generated, include a PSFK profile

TELEPATHY

2013 — 2014, NEW YORK CITY & SUNNYVALE

EXECUTIVE CREATIVE DIRECTOR & MARKETING LEAD

- Created all English language pitch materials, view [sample pages](#) [[Zipped PDF](#)]
- Member of the product design team
- Positioned Telepathy as a more stylish alternative to Google Glass
- Creative direction and design of all marketing materials including website
 - Website [sample pages](#) at portfolio website.
 - Event [sign-up interface](#) at portfolio website.
- Managed press events and media relationships resulting in coverage in WIRED Magazine UK, Mashable, TechCrunch JP, CNN, Bloomberg Television, PSFK, Business Insider, GigaOm, Entrepreneur Magazine, Cnet, The New York Times and others [[Zipped PDF](#)]
- Earned media generated pre-funding was instrumental in our traction and capital raise
- Member of the team that closed a \$5M Series A



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TECHNICAL SKILLS

- **Adobe Creative Suite**
Illustrator, *since '88*
Photoshop, *since '94*
InDesign, *since '03*
- **Final Cut Pro**
(*as well as Apple Motion*)
- **Sound Studio**
- **Keynote**
...and other business and productivity software.

AWARDS

- **New York Addy Awards**
Gold – **Nikon**:
Nikonography Website
- **WebAwards**
Nikon:
Nikonography Website
- **Euro CBI Awards**
Worldcom
online lead generation strategy
- **AdTech Awards**
Silver – **Intel**:
B2B Category

Silver – **Volvo**
Automotive
- **One Show**
Nomination – **MCI**:
Beyond the Banner

EDUCATION

- **Pratt Institute, NY**
Architecture Major
- **Memphis State**
Interior Design,
Honors independent study:
contemporary cultural
anthropology of humans and
technology
- **Memphis College of Art**
Fine Art

EARLY CAREER

- Freelance Art Director:
- **IBM** website (96), NYC
- Professional illustrator (95-97):
- **Morgan Stanley**, NYC
in house technical illustrator
 - **Mickey & Co.**, NYC
Disney character illustrator

TED^XSILICONALLEY

2011 – 2012, NEW YORK CITY

TED^X LICENSEE, FOUNDER, ORGANIZER & HOST

- As an early proponent of gender-balanced speakers I ensured that this 2012 Event mixed high-profile keynotes by Ray Kurzweil, Juan Enriquez, Jincey Lumpkin, Ken Segall, and others, with lesser known New York based tech startup founders
- Designed all marketing materials including the TEDxSiliconAlley.org website.

HUMBLE

2010 – 2012, NEW YORK CITY

DIRECTOR OF DIGITAL

- Built the interactive department from scratch, for this NYC pre-to-post production studio.
- Creative Direction for the Facebook brand launch of [Bud-Light Platinum](#) in Super Bowl XLVI, central component being a Facebook app that generated a video from the user's own photos.
- Designed multiple Facebook apps for StateFarm including both Coachella and NBA sponsorships. View Samples [[download Zipped PDF](#)].
- Technology sourcing: custom Arduino hardware development for special lighting effects used in the music video to Robert DeLong's "Global Concepts." [[view on YouTube](#)]

THINKMUSIC.NET

2008, NEW YORK CITY

CREATIVE DIRECTOR

- Product development and creative direction of this to-the-trade music licensing marketplace
- Conceived of our key competitive differentiator: a branded app for video to music composing
- Website [sample pages](#) [PDF]

FREELANCE

2003, 2007 – 2010, NEW YORK CITY

ART DIRECTOR

- AD for Nikon Digital SLR campaign to the trade, targeting professional fashion photographers, created in collaboration with Emanuel Ungaro haute couture for McCann/MRM. View this [website](#) (gold at the NY Addy Awards, winner at the WebAwards).
- AD for web brand launch of M&M's Premiums for GREY/G2 [archived](#) [Zipped PDF]
- Purina pitch, AD and photo manipulation: [sample](#) with "how to" composite [Zipped PDF]
- Various banner ads: see M&M's [Addams Family](#); or download Intel & other [samples](#) [PDF]
- Web style guides: Intel (McCann/MRM) & Panadol (GREY) [samples](#) [Zipped PDF]

OGILVY

2004 – 2007, NEW YORK CITY

INTEGRATED ART DIRECTOR

- American Express Gold Card retail broadcast, "[Italian Dinner](#)" (in media rotation 4+ years)
- Creative lead, and photographer on the LVMH / Chandon Sparkling Wine account
- Multiple 360° campaigns to TimeWarner Cable: retail broadcast (DRTV), DM, Print & Web

HAVAS / EURO RSCG

1998 – 2002, NEW YORK CITY

PREVIOUSLY KNOWN AS MVBMS
(MESSNER VETERE BERGER MCNAMEE SCHMETTERER)

SR. ART DIRECTOR

- Worldcom, Intel, JP Morgan, Nasdaq, Philips Electronics, Vindigo, & Network Solutions