



# CHRIS GRAYSON

CREATIVE DIRECTION | EDITORIAL | MARKET RESEARCH | DESIGN

PORTFOLIO: <http://ChrisGrayson.com/portfolio.html> • BLOG: <http://Giganti.Co>

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## MEDIA HIGHLIGHTS

- **VOGUE Business**  
[quote](#), on smart glasses
- **The Verge**  
[quote](#), on smart glasses
- **Wall Street Journal**  
[quote](#), on augmented reality
- **Forbes**  
[expert reference](#), smart glasses
- **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.

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## PUBLIC SPEAKING

A selection of notable public speaking appearances...

- **MIT Media Lab**  
AR in Action,  
Cambridge, MA
- **NASA Jet Propulsion Laboratory**  
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
- **Chicago Retail Summit**  
Leo Burnett offices,  
Chicago, IL
- **SXSW Interactive**  
Educational Track,  
Austin, TX

## PURTEQ

September 2020 — September 2023, Memphis, TN

- **Creative Director** | Full Time Staff - September 2021 — September 2023  
Responsible for all branding, packaging, [web design](#), marketing materials, social media, video direction and production, ghost writing technical papers, and PR. [[download style guide](#)]
- **Art Director** | Full Time Freelance - January — August 2021  
Pitched a new identity system for product package redesign, and complimentary Shopify based website redesign. I was brought in for an open-ended consultant arrangement. After the successful completion of this project, I was invited to join the team.
- **Design Consultant** | September — December 2020  
I was initially engaged to assist with existing marketing materials on a part-time basis. After a few months of learning their needs from the inside, I pitched a proposal to over-haul their branding, product packaging, and website.

## REALITY FACTORY

2016 — Present

### Analyst, Marketing Consultant, Writer

- Provide qualitative market research and analysis on smart glasses & 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)
- Create technical drawings accompanying editorial, for samples: [[download PDF](#)]
- Creative services / technical illustration, including recent work for Cambridge University Press

## AUGMENTED WORLD EXPO (AWE)

2010 — 2014, 2017, 2019, 2024, Santa Clara, CA

### Co-Organizer & Contributor

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

- Curator & Project Manager of Smart Glasses & AR headsets gallery installation (2019 & 2024)
- 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, 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. [[download PDF](#)]

- 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, NY & Sunnyvale, CA

### Executive Creative Director & Marketing Lead

- Created all English language pitch materials [[download sample pages as 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 [[Earned Media 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*
- **Presentation**  
Apple Keynote, *expert*  
PowerPoint, *only if I must*  
(*candidly, I usually make my decks as PDFs in InDesign*)
- **Video Editing**  
Photoshop, *expert*  
Final Cut Pro, *moderate*  
Premiere, *if barely*
- **Audio Editing**  
SoundStudio  
Mixpad Multitrack  
Vector 3  
*...all used as needed.*

As well as other requisite business and productivity software.

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## AWARDS

- **New York Addy Awards**  
Gold - **Nikon:**  
Nikonography Website
- **WebAwards**  
**Nikon:**  
Nikonography Website
- **AdTech Awards**  
Silver - **Intel:**  
B2B Category
- **One Show**  
Nomination - **MCI:**  
Beyond the Banner

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## EDUCATION

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

## TED<sup>X</sup>SILICONALLEY

2011 — 2012, New York, NY

**TED<sup>X</sup> Licensee, Founder, Creative Director, Organizer & Host**

- With keynotes by Ray Kurzweil, Juan Enriquez, Jincey Lumpkin, Ken Segall, and others.
- Visit: [TEDxSiliconAlley.org](http://TEDxSiliconAlley.org)

## HUMBLE

2010 — 2012, New York, NY

**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 Coachella & NBA sponsorships.
- Led Humble self-marketing AR iPad app, [Paper Garden](#).
- 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, NY

**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 compositing
- Website [sample pages](#) [PDF]

## FREELANCE

2003, 2007 — 2010, New York, NY

**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.  
(Gold at the NY Addy Awards, winner at the WebAwards... Flash site, no longer supported)
- AD for web brand launch of M&M's Premiums for GREY/G2 [[view as PDF](#)]
- Purina pitch, AD and photo manipulation: [sample](#) with "how to" composite
- Various [banner ads](#) for M&M's Addams Family, Intel, and others
- Web style guides: Intel (McCann/MRM) & Panadol (GREY) [samples](#) [PDF]

## OGILVY

2004 — 2007, New York, NY

**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, NY

**Sr. Art Director**

- Worldcom, Intel, JP Morgan, Nasdaq, Philips Electronics, Vindigo, & Network Solutions
- Industry awards: three Ad:Tech Silvers (Intel, Volvo) and a One Show nomination (MCI).

## TOUCHSCREEN MEDIA GROUP

1996 — 1998, New York, NY

**Art Director**

- Principally assigned to the IBM account, working on the IBM website

## BOZELL

1997, New York, NY

**Long term Photoshop freelancer**

- In house photographic retouching studio, including the California Dairy Producers (MILK) account

## MORGAN STANLEY

1995 — 1997, New York, NY

**Long term freelance Graphic Designer & Technical Illustrator**

- In house design department

## MICKEY & CO.

1995 — 1995, New York, NY

**Disney Illustrator**

- First job in New York City