

Cris Logan

Design Director

cris@crislogandesign.com

415 465 2543

crislogandesign.com

Senior visual designer and creative leader with professional experience creating thoughtful, timeless design solutions across brand identity, campaigns, experiential, and digital platforms. Known for combining strategic thinking with strong visual storytelling to deliver work that connects business objectives with audience engagement.

Experienced across freelance, design firms, ad agencies, in-house, leading multidisciplinary projects for globally recognized brands and cultural organizations.

Girl dad. Hockey fan. Obsessed with guitars, *Severance* and tacos.

Experience

YouTube Group Design Lead 2021 – present

Lead design initiatives within YouTube's Creative Studio, contributing to visual identity systems, campaigns, and large-scale brand experiences.

hims & hers Design Director 2019 – 2021

Designed packaging and iconography across hair, skin, sex and wellness product lines. Art directed TV spots, online videos and photo shoots.

Venables Bell + Partners Design Director 2011 – 2019

Leader and player/coach of the San Francisco agency's design group. Selected clientele: adidas Golf, Audi, Celebrity Cruises, Chipotle, Google, Intel, Reebok, Sheraton Hotels, Skyy Vodka

Goodby, Silverstein & Partners Designer/AD 2006 – 2011

Selected clientele: Chevrolet, Häagen-Dazs, Got Milk?, HP, Hyundai, Netflix, Quaker Oats, Sonic Drive-In

Recognition

Cannes Lions, Communication Arts, Graphis, The One Show, The ANDYs, Effie Awards, AICP, The FWA, Kelly Awards, The SF Show and more.

Education

Western Michigan University Bachelor of Fine Arts – Graphic Design

Vetting

References are available upon request.