

Hello, I'm Chris Jarvis



An integrated Creative Director with extensive experience in the development of social content for global brands such as TikTok, ASOS, Disney, Nike, Huawei and Ralph Lauren.

With a strong background in conceptualizing, directing, and managing post-production of stills and video shoots, I excel at building strong relationships with clients and delivering creative social first solutions that align with their business goals. My expertise in leading teams and mentoring individuals, combined with my ability to thrive in deadline-driven and budget-conscious environments, sets me apart as a highly qualified and competent creative.

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Employment and Experience

TIKTOK 08/2020 – present

Hold the lead role of overseeing design and art direction for client and internal projects from the UK and European teams. With accountability as the point of reference for design and visuals of any creative plan for southern Europe.

- Manage a small team of designers as well as standing in for the Design Director and leading the wider team in his absence. Mentor creatives from other regions.
- Led the art direction, sourced talent and oversaw production on several internal projects including films for Cannes, printed books and B2B films.
- Led the art direction on TikToks first Black History Month campaign, overseeing still and video shoots for social and OOH activations
- Delivered many client pitches and award nominated campaigns in a hands on capacity; through storyboarding, video editing, mockups, pitch decks and campaign assets

ASOS 07/2013 – 05/2018

Held overall accountability for design, art direction, UX and development. Accurately interpreted partnership briefs and objectives in line with company's KPIs for creative and engaging campaigns.

- Delivered numerous video/photography campaigns for brands including Nike, Google, Disney, Estee Lauder and Ralph Lauren
- Led the creative and packaging design for the first ever ASOS Beauty Calendar as well as partnership gifting briefs
- Developed various digital products, including 'As Seen On Me' project, a virtual makeup app and the visual search 'style match' functionality
- Delivered a social activation for ASOS Australia that surpassed all KPIs; overachieving target reach by 17.6M
- Played an instrumental role in the conception, design and delivery of all student campaigns with one year seeing 178% of the student acquisition target met

LIVENATION 2012 – 2013

Directed overall design for Ticketmaster brand across 13 countries. Provided leadership and guidance to development and UX teams in redesigning Ticketmaster's online presence,

looking at search and discovery and delivering responsive designs across mobile, tablet, and desktop. Offered creative sponsorship solutions for commercial clients.

- Led the development and execution of new brand photography, a bespoke typeface and visual assets.
- Initiated in-house workshops for design team to increase mutual understanding of the new assets.

ITV 2011 – 2012

Provided proactive assistance in defining conceptual layouts and other interface elements. Collaborated efficiently with commercial department to produce advertorial and sponsorship propositions for clients. Facilitated project managers on user needs and the merits of site features. Developed ITV's Global Visual Language to ensure consistent and engaging visual experiences.

- Increased substantial revenue by aiding in creating new ad spaces on the .com site and player app.

CFA 2008 – 2011

MINISTRY OF SOUND 2007

SKINNY 2005

2019

DISNEY

Freelance role working across partnership content for new movie releases as well as delivering on an internal branding brief.

SWEATY BETTY

Contracted as a senior creative to develop campaign material inc. animating/editing social content and delivering instore, social and OOH assets.

CRUSHFFF

Contracted as a Senior Creative and Art Director; delivering social campaigns for Lynx and V05 plus art direction for Impulse video campaigns.

ALLPLANTS

Contracted as the Creative Lead to explore their rebrand, create social video content and better execute their message.

SEEN CONNECTS

Working as a contracted Creative Director I worked on the concepts and social creative for brands such as IQOS, Simply Be and Hello Fresh.

HILL + KNOWLTON

Worked across all social concepts for Huawei. Delivering new ideas and animations under strict deadlines and budgets.