

Associate Creative Director, Creative Content & Operations

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20+

ORG HEADCOUNT

\$3M

ANNUAL BUDGET

5,000+

ACTIVE SKUS

50–80

ANNUAL LAUNCHES

01 EXECUTIVE SUMMARY

Creative leader with 20+ years across brand, packaging, and film who builds teams that think like students. At WHY Brands (Munchkin), leads 20+ creatives on a \$3M budget: Bond became Munchkin.com's top seller, and Formula beat its Baby category benchmarks. Earlier, as Creative Director, rebranded 110 Zevia SKUs in three months, created title sequences for Nike and Hulu documentaries at Bubba's LA, and led an in-house team at MusclePharm. Builds the generative-AI workflows that cut advertising production from weeks to days. Ready for the next full-time Creative Director role.

02 CORE LEADERSHIP COMPETENCIES

- EXECUTIVE PARTNERSHIP
- TEAM LEADERSHIP & DEVELOPMENT
- GENERATIVE AI GOVERNANCE
- BUDGET & RESOURCE OWNERSHIP
- PACKAGING STRATEGY
- EXECUTIVE & BOD PRESENTATION PREPARATION

03 PROFESSIONAL EXPERIENCE

2024
PRESENT

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WHY Brands — Los Angeles Area

- Lead a 20+ person organization across brand, packaging, photo/video, and generative AI; ask the team to think like students and give talented people the freedom to challenge assumptions and take risks.
- Own a \$3M annual operating budget across creative, technology, production, agencies, and global partners, supporting 50–80 annual launches across 5,000+ active SKUs; partner with the CEO, Chief Brand Officers, and the Board.
- Partnered with Creative Director Diana Barnes and BBDO Colenso on Formula, from strategy through launch: 500+ campaign assets from a three-day shoot that saved \$500K against the initial \$1.2M quote.
- Formula (Made Like Mom): 178% unit lift (+293% vs. Baby category benchmark), 158% sales lift (+301%), and \$12.69 iROAS (+64%) in a mid-flight incremental read, with a 4.7-star average rating across 178 verified reviews.
- Bond: co-developed the creative strategy and launch system in house; became Munchkin.com's top seller (16% of site sales, Jun-Sep 2025) with Munchkin.com revenue up 300% after six months.
- Cups: 700+ Stay Cool bottles sold in two days via TikTok affiliates; +32% Munchkin.com sales lift on the new Miracle.
- Built generative-AI workflows with Claude and Figma that cut advertising production from weeks to days, raised team output 15%, saved \$150,000 on photoshoots and retouching over 6 months, and produced 50+ paid assets for Bond.
- Engineered an AI pipeline that produced 300 PDP carousel images in two weeks on a project that previously took months.
- Rebuilt the photo/video team to self-produce shoots, handling casting, staffing, and logistics in house: a 20% speed gain, less reliance on outside producers, and 15% lower shoot budgets.
- Gave people growth opportunities and challenged them to take on more leadership roles: promoted the Associate Producer to Lead Producer, who ran a lifestyle shoot on time and on budget through weather delays and schedule changes; promoted the Structural Packaging Supervisor to Structural Manager.
- Lead enterprise-wide AI adoption across Adobe Creative Cloud, Figma, OpenAI, Runway, and Midjourney; serve on the AI Integration & Governance Committee; Runway AI Summit speaker; built and delivered Runway training for Brand Design, Marketing, and Industrial Design.

2022
2024

Creative Director

Zevia, PBC — Encino, CA

\$1M budget · 6-person team · 110-SKU rebrand in 3 months

- Directed a nine-month brand repositioning with Turner Duckworth and BBDO Colenso, partnering with the CEO and CMO to build an identity system that scales across beverage categories, packaging, campaigns, and ecommerce.
- Built and managed a six-person full-time creative team plus freelance designers, raising creative standards and strengthening agency collaboration.
- Directed the in-house rollout of the rebrand across 110 SKUs in three months, from development through execution, reaching 4,300+ Walmart locations nationwide.
- Delivered 100+ assets for the "It's All Good" brand campaign across digital, social, and ecommerce channels.
- Directed agency partners through a complete redesign of Zevia's ecommerce platform, ensuring the refreshed identity was consistently expressed across the digital ecosystem.

2020
2022

Creative Director

Bubba's LA — Van Nuys, CA

Creative Director, Art Director & photographer · remote production during COVID-19

- Served as Creative Director, Art Director, and photographer across documentary, branded-content, title-design, motion, and campaign assignments; led the remotely produced "Top Rated by Kids" campaign during COVID-19 from concept through delivery of 70+ assets.
- Partnered with director Danny Lee on Nike documentary work, creating the opening title sequences for The Story of Air Max and The Story of Dunk.
- Served as Creative Director for the title sequence and graphics package for Who Is Stan Smith, a documentary on tennis icon Stan Smith, with Danny Lee.
- Created the title sequence and graphics package for Season 1 of VICE TV's QAnon, translating complex editorial subject matter into a distinctive motion-graphics system.
- Directed photography, videography, motion design, and 3D collaborators; led design and post-production for Portal A's Ultimate Home Championship, managing client presentations, budgets, and freelance staffing.

2017
2020

Creative Director

MusclePharm Corp. — Burbank, CA

In-house team of 5 · \$156K incremental sales from new product initiative

- Led an in-house team of graphic designers, 3D artists, a videographer, and a project manager, directing photo and video production from concept through delivery across brand campaigns, ecommerce, social, and retail.
- Built a new social-content strategy and creator roster, delivering 20+ assets per week across social and digital channels.
- Created and executed the on-the-go product initiative for GNC, combining product, packaging, and consumer-facing creative to generate \$156K in annual incremental sales.
- Directed an agency-led website redesign, establishing creative standards for photography, video, and brand expression; the relaunch contributed to a 20% sales increase.
- Redesigned creative workflows to improve inbound and outbound project efficiency by 30%, enabling higher content volume without sacrificing brand consistency.

2013
2017

Art Director / Graphic Design Supervisor

Munchkin, Inc. — Van Nuys, CA

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Led creative development across brand identity, packaging, licensing, photography, video, social, television, print, digital, and trade-show experiences for global consumer-product portfolios.

■

Managed an internal team of six and the execution of 300+ global packaging projects while overseeing 30+ concurrent weekly projects across three brands.

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Led art direction, design, and execution for a \$1M media plan for the "ALL YOU NEED IS MUNCHKIN" campaign across television, print, and digital.

■

Led the relaunch of a \$45M diaper-pail business through new branding and packaging, and contributed to a multimillion-dollar grass-fed infant-formula campaign spanning print, video, and social.

05

EARLIER EXPERIENCE

2008
2013

Senior Graphic Designer / Graphic Designer

Munchkin, Inc. — Van Nuys, CA

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Conceptualized packaging, catalogs, logos, and brand assets across three consumer brands, delivering up to 700 annual projects.

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Collaborated with 20+ product-design partners on new infant and toddler product concepts, supporting approximately 900 projects annually.

Additional Experience: Graphic Designer, Natrol, Inc. · Graphic Designer, Dave Newman Advertising · Lead Graphic Designer, Laserfiche

06

EDUCATION

Bachelor of Fine Arts, Graphic Design — Brooks College, Los Angeles, CA

Associate Degree, Visual Communications, Summa Cum Laude — American InterContinental University, Long Beach, CA