

# CHRISTOS DEVARIS

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## EXPERIENCE

Jan 2005 - present

### **Design Director, Creative Department National Geographic Channel, Washington, DC**

Responsibilities include design direction of broadcast and printed marketing materials for the channel (including Consumer Marketing, Ad Sales, Affiliate Sales, New Media, and Communications)

Highlights include:

- Building and leading a strong in-house design team that successfully rebranded the channel in 2007.
- Guiding the design and creative teams through the launch of the HD channel as well as the launch of NatGeo Wild.
- Representing both the domestic and international channels on the Brand Design Steering Committee and affecting the brand management of the entire National Geographic Society.
- Leading the design direction of the award-winning Preserve Our Planet initiative and serving on the POP/Conservation Task Force and instituting the use of FSC certified paper on marketing materials.
- Overseeing the New Media department to rebuild and redesign natgeotv.com to be consistent with the new on-air design.
- The in-house design team successfully pitching against three outside design agencies for the design and production of the 2007-2008 Upfront Sales Kit. By taking this project in-house, the company saved \$40,000 over previous years.
- Establishing an in-house short film festival where staff members created short films around random themes. Initially intended for the design staff, the festival grew to include the entire creative staff and eventually into an art festival with contributions in various media from staff throughout the company.
- Serving as a panel judge for the International Color Photography Awards.

Oct 2001 - Jan 2005

### **Director, On-Air Design, Creative Services Food Network, New York, New York**

Responsibilities include design direction of all on-air marketing materials for the network, all affiliate sales on-air needs, and numerous show packages, managing the on-air design team and their workflow, and working with outside vendors to maintain brand consistency.

Highlights include:

- Leading the network through the development of its first real consistent on-air brand identity by redesigning its logo and creating a new graphic toolkit for all Food Network promos.
- Art directing numerous live action and photo shoots with various Food Network talent including Emeril Lagasse, Rachel Ray, Al Roker, and others.
- Developing and implementing a system for all promotional bugs that coordinated the Food Network design department in New York with the Scripps broadcast facilities in Knoxville, TN.

## EXPERIENCE

(continued)

April 2000 - Oct 2001

### **Senior Designer, Creative Services Oxygen Media, New York, New York**

Responsibilities include working closely with producers to conceptualize on-air spots, designing and animating on-air promos and interstitials, and working with vendors and freelancers to ensure consistency of brand design.

Jun 1999- Jan 2005

### **Freelance Designer and Animator New York, New York**

- Designed and animated show packages and promos for various cable network programs, including Nickelodeon, MTV, TVLand, and ESPN.
- Branded Democracy Now!, an independent news outlet including logo, on-air, website design and premium designs.
- Co-created a music video for Rage Against The Machine.

Nov 1998 - Jun 1999

### **Digital Animation Coordinator, MTV Animation MTV, New York, New York**

- Managed the digital coloring department for animated show, *Station Zero*, and oversaw the character animation, including the development of artwork delivery systems.

1992-1998

### **Designer/Editor The Creators Video and Multimedia, Pleasantville, New York**

- Responsibilities included conceiving, scripting, shooting, editing and design of various industrial and corporate videos.

## EDUCATION

1998  
1991

- Advanced Level After Effects Course, Future Media Concepts
- BFA, Art Media Studies, School of Visual & Performing Arts, Syracuse University, NY

## OTHER FACTS

- Familiar (to varying degrees) with all the top graphics design programs in various media and on any platform, including: After Effects, Photoshop, Illustrator, InDesign, Quark, Dreamweaver, Flash.
- Performed as a musician for a number of years in NYC in various bands and maintains a strong passion for music.
- I enjoy skiing, soccer, camping, photography, fonts, and of course, my kids.

## AWARDS

2008	<ul style="list-style-type: none"> <li>- <b>BDA, Gold</b>, Network IDs</li> <li>- <b>BDA, Silver</b>, Inside the Living Body/Incredible Human Machine Press Kit</li> <li>- <b>Promax, Gold</b>, Preserve Our Planet PSA</li> <li>- <b>Promax, Silver</b>, Upfront Series Tape</li> <li>- <b>Mark Award</b>, Brand Imaging and Positioning/Campaign, NGC Mission Spots</li> <li>- <b>Mark Award</b>, Digital Media Promotion/TV Spot/Promo, Is This Our Future?</li> <li>- <b>Mark Award</b>, Program Promotion Tune-In, Taboo Campaign</li> <li>- <b>Mark Award</b>, Program Promotion/Tune-In (Single Spot), Fight Science</li> <li>- <b>Mark Award</b>, Program Promotion/Tune-In (Single Spot), Incredible Human Machine</li> <li>- <b>Mark Award</b>, Program Promotion/Tune-In (Single Spot), Inside the Green Berets</li> <li>- <b>Mark Award</b>, Out of Home Program Promotion, <i>Six Degrees NYC Brand Train</i></li> </ul>
2007	<ul style="list-style-type: none"> <li>- <b>Mark Award, Gold</b>, Ad Sales Marketing, <i>2006 Upfront national campaign</i></li> <li>- <b>Mark Award, Silver</b>, TV Spot/Promo, Multiple Spots, <i>Fight Science</i></li> <li>- <b>Mark Award, Silver</b>, Print, <i>NGC HD "Stop Imaging, Start Exploring" Trade Ad</i></li> <li>- <b>Mark Award, Gold</b>, Other Media, Coffee Beans to Buzz</li> <li>- <b>Promax, Gold</b>, <i>Diversity Award Open</i></li> </ul>
2006	<ul style="list-style-type: none"> <li>- <b>Mark Award, Silver</b>, Programming Tune-In, Campaign - Single Episode, <i>Inside 9/11 campaign</i></li> <li>- <b>Mark Award, Gold</b>, Press Communications - Campaign, <i>Inside 9/11</i></li> <li>- <b>Mark Award, Silver</b>, Press Communications - Kit, <i>Special Events Programming Kit</i></li> <li>- <b>Mark Award, Silver</b>, Programming Tune-In, TV Commerical - Single Episode, <i>In The Womb</i></li> <li>- <b>BDA, Silver</b>, <i>Inside 9/11</i> Topical All-Inclusive Campaign</li> <li>- <b>Promax, Silver</b>, In-House Program Promotion, <i>Inside 9/11</i> Promo</li> <li>- <b>Promax, Silver</b>, PSA, <i>Everyday Explorer</i></li> </ul>
2004	<ul style="list-style-type: none"> <li>- <b>Promax, Silver</b>, <i>Season's Eatings Holiday Image Campaign</i></li> </ul>
2003	<ul style="list-style-type: none"> <li>- <b>Promax, Gold</b>, ID Campaign, <i>Food Network Story IDs</i></li> </ul>
2002	<ul style="list-style-type: none"> <li>- <b>BDA, Bronze</b>, Topical Sports Promo, <i>Oxygen Sports - Thank Heaven</i></li> </ul>
1995 - 1998	<ul style="list-style-type: none"> <li>- Top honors each year from the Ad Club of Westchester.</li> </ul>