

# CHRIS MILNE

ART DIRECTOR AND  
GRAPHIC DESIGNER

Dear Sir/Madam,

My name is Chris, and I am an experienced Art Director and Graphic Designer with a strong foundation in both design and strategic marketing. I hold an undergraduate degree (BDes) in Design for Industry and a master's degree (MSc) in International Marketing Management.

With nearly 15 years of industry experience in fast-paced, high-performing environments – including the award-winning Aberdeen agency tbp! (formerly The Big Picture) and the pioneering craft brewery BrewDog – I have developed a proven ability to lead creative teams, deliver high-quality outputs across multiple disciplines, and consistently meet tight deadlines.

My skill set spans the full breadth of the creative process: graphic design, art direction, concept development, ideation, artwork preparation, and industrial-scale print production. I am highly detail-driven, collaborative, and committed to pushing creative standards. I believe my blend of qualifications, experience, and passion for impactful design would make me a valuable addition to any creative team.

Yours sincerely,  
Chris

# CHRIS MILNE

## ART DIRECTOR AND GRAPHIC DESIGNER

## WORK EXPERIENCE

### BrewDog

#### Creative Manager 2018 – 2025

BrewDog is one of the UK's fastest-growing food and drink companies, with 100+ bars globally. As Creative Manager within a tight-knit, fast-paced marketing team, I led creative development across the entire business, delivering high-impact work for multiple channels and sub-brands.

- Led design and creative output across packaging, events, grocery retail, social media, OOH campaigns, photography, merchandise and brand apparel
- Managed and delivered creative for international markets including Germany, USA and Australia
- Produced work for the full BrewDog portfolio, including Wonderland, BrewDog Distilling Co., LoneWolf, Duo Rum, Abstrakt Vodka and Overworks – ensuring each brand had a distinct, consistent visual identity
- Contributed to the growth and visibility of BrewDog's brands through innovative design solutions in a high-pressure, rapid-turnaround environment.

### Freelance

#### 2018

Worked with several leading agencies across Scotland's Central Belt, including multi award-winning Edinburgh advertising agency Leith and Glasgow-based brand consultancy Good. Delivered design support across a variety of campaigns and branding projects, adapting quickly to different teams, workflows and creative styles.

### ChessGroup

#### Creative Manager 2016 – 2017

Led a small marketing team and managed all design output across five diverse brands within the Chess Group portfolio. The role required flexibility and strong creative direction, with work spanning industries from property development to IT services. I oversaw brand identity, marketing materials and campaign creative for multiple businesses simultaneously. Played a key role in developing branding for large-scale, multi-million-pound property projects, building visual identities from the ground up. Ensured consistent, high-quality design across a wide range of deliverables while managing deadlines and stakeholder expectations.

### Eyecandy

#### Creative Manager 2015 – 2016

Eyecandy provides a wide range of creative services, from design and branding to print and signage. As Lead Designer, I headed a small team of creatives and oversaw the full design process. My role covered art direction, reviewing all graphical output, organising print schedules, briefing and training creative staff, and delivering high-quality artwork. I worked closely with clients throughout each project and regularly represented the company at networking events, ensuring strong relationships and consistent creative standards.

### tbp!

#### Midweight graphic designer/creative 2011 – 2015

tbp! (formerly The Big Picture) is a multi award-winning agency with over 20 years' experience in marketing and advertising. Originally brought in on a three-month contract straight out of university, I was offered a permanent role and spent almost five years with the agency, progressing from junior to midweight designer within my first two years.

During my time at tbp!, I worked across a wide range of sectors and clients including Whyte & Mackay, Union Square and ScottishPower. I was appointed lead designer for several key accounts, including one of the agency's largest – Falck Safety Services – delivering creative solutions for campaigns across the UK, Brazil and the Netherlands. My work spanned publications, press advertising, digital content, large-format outdoor media and animation, consistently meeting client objectives while contributing to strong long-term relationships.

## PROFILE

A highly driven and adaptable creative with a strong track record of delivering innovative, effective design solutions. Experienced in leading a team to take projects from concept to completion, ensuring quality and meeting tight deadlines. Skilled in collaborating with designers, photographers, copywriters, printers and account teams, as well as working independently. I bring creative problem-solving, attention to detail, and a commitment to high-quality design to every project.

## EDUCATION

Gray's School of Art,  
Robert Gordon University  
2005 – 2009

#### Bachelors in Design (BDes) Design for Industry

Aberdeen Business School  
Robert Gordon University  
2009 – 2010

#### Masters (MSc) International Marketing Management (With Merit)

## SKILLS

#### Creative

Graphic design  
Art direction  
Creative direction  
Branding & identity  
Logo development  
Layout & composition  
Artworking  
Typography  
Packaging design  
Print design  
Creative appraisal  
Web layout  
Copywriting  
Motion graphics

#### Qualifications

Full Driving licence  
Drone pilot licence  
Certified Cicerone®

#### IT

Adobe Indesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Microsoft Office  
Microsoft Sharepoint  
Monday.com

#### Core Skills

Marketing  
People management  
Project management  
Team leadership  
Client communication  
Brief development  
Mentoring & tutoring  
Presenting & pitching  
Critical thinking  
Deadline management