



Chris Parks
Senior Art Director

While some kids spend their adolescent lives collecting baseball cards or making mud pies, Chris Parks grew up with his nose firmly planted in comic books. Drawn to how symbols and colors relate to a character's persona, he unwittingly fell in love with the art of branding. Now that he's all grown up, he's employed his love of comic art to create a distinct illustration style and design sensibility that has garnered numerous awards and a cult-like following.

While studying art at Wichita State University in the early '90s, Chris met sculptor Chris Brunner, Sonia's husband. Through this meeting, he got his foot in the door of Greteman Group as an intern, where he quickly knew he'd found his calling. Later, Chris journeyed to other firms (even opening his own), building his skills and honing his craft. He returned to Greteman Group in 2007 as senior art director – the natural evolution of a dynamic career.

Chris is an artist's artist. It goes beyond his won't-wear-anything-but-black attire. Beyond his world-class, hands-on skills. It's his willingness/compulsion to share design principles. He stays on top of the latest trends yet maintains an urgency to create something new.

At Greteman Group, Chris focuses on what he loves best: creative brand building. On any given day he might be developing a fresh identity, exploring a 3-D approach for a direct mail, sketching thumbnails for an environmental display, mentoring a junior graphic designer or suggesting movement for a digital project. He illustrates what it means to be an art director.

He's come full circle – from the boy who dissected superheroes to the art director with wily boys of his own. Although he has hundreds of logos under his belt and fistfuls of awards and accolades, his bright-eyed enthusiasm remains. Along with his intuitive grasp of fundamental design – whether he's creating a brand identity for a sophisticated new jet, or just kicking back with the latest comic book.

PROFESSIONAL ASSOCIATIONS

Featured designer in *Secret Life of Logos*
Featured designer in *Crumble.Crack.Burn.*
Wichita senior portfolio forum judge
Wichita American Institute of Graphic Arts judge
Des Moines, Iowa AIGA judge

PROJECT HIGHLIGHTS

ArtAID campaigns
Bombardier Learjet branding
Dean and Deluca catalog design
Kansas Aviation Museum branding and website
Kansas Leadership Center identity development
Kansas State Fair illustrations, advertising and marketing
Laham Development branded materials
Nomar International Marketplace identity development
Spirit AeroSystems recruitment-retention HR campaign