

# Cris Bernabe-Sanchez

Art Direction + Design

Los Angeles, CA

UCLA BFA: Design|Media Arts

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I'm a multidisciplinary designer with 10+ years of art direction and design experience successfully leading projects in the advertising, entertainment, sports, and health and wellness industries. I have the leadership, creative, and technical qualifications necessary to effectively oversee creative development and design processes. I'm an organized individual with a thoughtful approach to design capable of collaborating with others as well as taking on projects solo and seeing them end-to-end.

## Experience

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### CMBS Design / Owner

Los Angeles, CA — December 2010 to Present

- Multidisciplinary freelance design business working with referred clients.
- Offerings include logo design, illustrations, apparel graphics, motion, and web design.
- NOTABLE CLIENTS — Quiksilver, Nike, Disney, GoodRx, LakersNation, DodgersNation

### GoodRx / Contract Senior Lead Designer

Santa Monica, CA — May 2025 to Present

- Concept, iterate, and execute designs across the customer journey—including onboarding, education, engagement, and reactivation for 10+ million consumers and 750,000+ healthcare professionals.
- Cross functional collaboration with various channel and marketing leads, creative directors, and copywriters to create compelling, cohesive 360 campaigns tailored to specific audiences.
- Present to key partners and stakeholders and incorporating feedback in real time.
- Build prototypes for proof-of-concept efforts, envisioning holistic visual systems.
- Played a key role in the launch of GoodRx's subscription offerings for men's healthcare and weight loss.
- Established design direction for the brand's evolution across B2B and B2C marketing assets.

### Therabody / Art Director – Digital Marketing/E-commerce

Los Angeles, CA — July 2021 to May 2025

- Created cohesive visuals for product storytelling and education across digital channels including Therabody.com, Therabody app, social, and retail partners (**Amazon, Best Buy, Target**).
- Worked alongside Product Designers and copywriters to develop and maintain an ever evolving digital design system giving consumers the best possible experience on e-commerce and app.
- Designed high traffic landing pages and PDPs with engaging content to drive higher conversion and AOV.
- Played a key role in the launch of 20+ next gen physical and digital products in the wellness and beauty spaces.
- Presented designs and prototypes to key stakeholders.
- Cross functional collaboration to produce and deliver creative assets to business managers and development for product launches.

### BLT Communications / Art Director

Hollywood, CA — October 2014 to July 2021

- Managed small teams as a hands-on creative lead and oversaw theatrical and streaming service campaigns of all sizes from ideation to handoff.
- Created static, motion graphics, and short-form video content for social and web.
- Designed presentation decks with concepts for digital and social campaign pitches.
- Cross functional collaboration to produce and deliver creative assets to clients under tight deadlines.
- Played a key role in successfully launching campaigns for debut films and shows on Disney+ and HBO Max.
- Clio Award-winning designs and concepts for 'Stranger Things 3' (Netflix) and 'Silicon Valley' Season 3 (HBO).
- NOTABLE CLIENTS — **Netflix, HBO, Amazon, Disney, Marvel**

## Qualifications

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### Software Knowledge

Adobe Creative Suite, Figma, Blender, Framer, Keynote, Cinema 4D

### Design Skills

Logo Design, Illustration, Typography, Motion Graphics, Web/App Prototyping, Understanding of UI/UX, 3D Modeling/Rendering, Video Editing, Photo Retouching, Print/Digital Asset Preparation and Delivery, HTML/CSS