

Chris Krowiak

Senior Branding Designer | Illustrator

Arvada, CO | chriskrowiak@gmail.com | 607-624-6057 | [Portfolio Link](#)

Professional Summary

Senior branding designer and illustrator with more than a decade of experience creating visual identity systems, illustration, and design strategy across digital and print platforms. Known for developing clear, compelling visual narratives and building cohesive brands for organizations and clients of all sizes. Skilled at managing high volume creative workflows, delivering consistent quality, and collaborating cross functionally with leadership and marketing teams.

Core Skills

Brand Strategy · Visual Identity · Illustration · Typography · UX/UI Design · Web & Digital Design · Technical Illustration · Public Speaking · Team Leadership · Art Direction · Client Communication

Professional Experience

Senior Branding Designer and Illustrator

InterNACHI – Remote (September 2019 to October 2025)

- Led brand design and illustration strategy for a national organization serving more than 30,000 members, ensuring cohesive visual identity across programs, platforms, and campaigns
- Designed more than 7,000 custom member logos to date that increased trust, credibility, and market visibility for inspectors across North America
- Directed full-cycle creative projects from discovery through delivery, shaping omnichannel visual storytelling that advances business goals and strengthens member engagement
- Collaborated with marketing and executive leadership to evolve brand identity, visual guidelines, and long-term creative direction
- Created branded webinars, educational videos, and editorial content that position InterNACHI as the industry leader in branding and design education
- Mentored junior designers, provided creative feedback, and promoted best practices in illustration, typography, and layout

Brand Designer and Illustrator

InterNACHI – Boulder, CO and Remote (2016 to 2019)

- Served as one of two logo designers supporting a 30,000 member base and produced thousands of custom logos that elevated brand recognition for local inspectors
- Led branding engagements from concept through rollout including visual identity systems, messaging alignment, and marketing assets
- Worked cross-functionally with internal and external stakeholders to ensure brand consistency across digital content, social media, and internal campaigns
- Played a key role in evolving InterNACHI's visual brand standards across education, marketing, and digital experiences
- Produced technical illustrations and graphic assets that supported both business goals and learning outcomes

Graphic Designer

InterNACHI – Boulder, CO (2014 to 2016)

- Created hundreds of custom logos for members while maintaining a high volume workflow and consistent creative quality
- Contributed to a large library of technical illustrations that clarified complex concepts for e-learning, textbooks, and print materials
- Delivered a wide range of digital and print assets including diagrams, infographics, marketing collateral, and educational graphics

Freelance Designer & Illustrator

Independent Contractor – Remote (June 2011 – Present)

- Deliver end-to-end creative direction and branding services for a wide range of clients including startups, small businesses, nonprofits, and established organizations
- Develop complete visual identity systems, custom illustrations, iconography suites, and UX and UI assets aligned with each client's brand strategy and business goals
- Translate client goals into clear creative concepts by leading discovery sessions, gathering requirements, and shaping brand positioning, storytelling, and visual strategy, tailored to each client's audience
- Manage full creative workflows from initial concept through final delivery, ensuring on-time execution and consistent visual quality across digital and print channels
- Recognized for a collaborative and consultative style that helps clients refine ideas, make strategic design decisions, and bring complex visions to life
- Provide ongoing design support and long-term brand evolution for repeat clients, maintaining continuity across campaigns, product updates, and marketing initiatives

Marketing Coordinator

Midway Management, Inc. – Buffalo, NY (Nov 2012 – June 2013)

Director of Marketing

Sub Board 1, Inc. – SUNY Buffalo, NY (Aug 2010 – May 2011)

Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Dreamweaver) · Affinity · Figma · WordPress · Procreate · Canva · Google Workspace · Mailchimp · Aesprite

Education

BFA in Communication Design, SUNY Buffalo, 2011