

PROFILE

Brand designer with nine years across identity, motion and creative technology, the last three inside AI-native companies. I direct by hand and build with agents: launch films, identity systems, WebGL heroes, campaign tooling and the guidelines that hold them together. Comfortable when the scope is unclear and the standard is high.

CAPABILITIES

- **Brand strategy and identity.** Positioning, narrative, identity systems and guidelines that still work once the team has doubled.
- **Motion and film.** Launch films, product motion, sizzles, in-product loops. After Effects, Premiere, TouchDesigner, code.
- **Web and creative technology.** Homepages, WebGL heroes, generative tooling, design systems shipped as code.
- **Campaign and events.** Paid social systems, reports, booths, print, the whole surface of a brand in public.

TOOLS

After Effects, Premiere, Figma, Illustrator, InDesign, Photoshop, Blender, TouchDesigner. Claude Code, Codex and agentic workflows for design, motion and web. Three.js and GLSL for real-time work. Astro, Next.js and Sanity for shipping sites.

EDUCATION

Leeds Arts University. BA (Hons) Graphic Design, 2:1.

EXPERIENCE

MAY 2025 – PRESENT

Brand Designer, PolyAI

In-house brand across launches, motion, web and events for an AI voice company.

JUL 2026 – PRESENT

Brand Partner (freelance), Artie

Motion, social, print, booths and brand direction for a real-time data startup in SF.

SEP 2024 – MAR 2025

Visual Designer, Active Matter

Fixed-term contract.

NOV 2023 – JUN 2024

Designer, Employment Hero

JUL 2022 – JUL 2023

Visual Designer, nPlan

SEP 2018 – MAY 2022

Junior Designer to Designer, The Studio, Hill+Knowlton

Spotify, Coca-Cola, Team GB, adidas.

AUG 2017 – AUG 2018

Junior Graphic Designer, Four Communications

FULL CASE STUDIES, THE ARCHIVE AND GATED WORK AT CHRISMAHONEY.DESIGN.
RESTRICTED ACCESS ON REQUEST.