

CONTACT

- ✉ chris@chrisgrayson.com
- 🌐 www.chrisgrayson.com
- 📄 www.giganti.co
- ☎ [+1 917-597-4787](tel:+1917-597-4787)
- 📍 @chrisgrayson

OVERVIEW

Seeking either a product or analyst role in either a smartglasses startup (whether consumer or enterprise), or within a technology company developing smartglasses, or an eye-frames manufacturer, a company looking to incorporate smartglasses into their workflow, or an investment firm. Alternatively, a senior creative position on a leading optics account, whether agency or in house.

Location agnostic—I am in a position to relocate anywhere in the world, as needed.

CHRISTOPHER GRAYSON

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EXPERTISE

Dot connector—making the non-obvious connection. Recognizing unconventional talent. Seeing around corners. Zooming out and zooming in: from the thirty-thousand foot view, all the way down into the weeds.

I have worn many hats—from startup founder to marketing director; creative director to production artist. I have led PR campaigns, and staged world class events. I have been at the forefront of augmented reality and smartglasses for over a decade with deep knowledge of core technologies and key players.

MEDIA HIGHLIGHTS

- 📰 **WALL STREET JOURNAL**
Quote on augmented reality
- 📰 **FORBES**
Expert reference on smartglasses
- 📰 **MASHABLE**
Quote on augmented reality
- 📰 **VENTURE BEAT**
Quote on augmented reality
- 📰 **BOY GENIUS REPORT**
Apple iPhone product strategy

PUBLIC SPEAKING

- MIT Media Lab**
AR in Action, Cambridge, MA
- NASA JPL**
Theodore von Karman Hall
Pasadena, CA
- New York Fashion Week**
Swissnex / Smart Fashion
New York, NY
- Parson's**
New School of Design
New York, NY
- Wearable Tech Expo**
Jacob Javits Center,
New York, NY
- Retail Summit**
Leo Burnett, Chicago, IL
- SXSW Interactive**
Educational Track
Austin, TX

REALITY FACTORY [sole proprietorship LLC] 2016-PRESENT

ANALYST, MARKETING CONSULTANT, WRITER

Provide qualitative market research and analysis on smartglasses & near-eye optic display systems (and the fashion eye-frames industry) to private equity and corporate investment. Contributing writer to the trade press:

- Contributor to 20/20 Magazine 📰 (largest circulation optometry trade press)
- Contributor to UploadVR 📰 (largest circulation dedicated VR & AR press)
- Technical illustration for Cambridge University Press (samples 📰)

AUGMENTED WORLD EXPO

2010-2014, 2017, 2019, SANTA CLARA, CA

CO-ORGANIZER & CONTRIBUTOR

The world's largest trade show & expo 📰 dedicated to augmented reality

- Curated & project managed a gallery showcasing the largest collection of smartglasses & AR headsets ever assembled 📰 (2019)
- Past host of Design and Production tracks, as well as stage design, marketing / advertising, and other collateral.

CHRISTOPHER GRAYSON CORP.

2014-2016, NEW YORK CITY

CO-FOUNDER, CEO & CHIEF CREATIVE OFFICER

Bringing a fashion industry atelier model to wearable technology, starting with a bag-charm for push notifications—a Smart Jewel with smartwatch-like functionality—that paired to a woman's smartphone.

- Built a team, working on sweat equity.
- Raised a pre-seed round.
- Staged two events:
 - One during New York Fashion Week
 - Another in the Chelsea Gallery District 📰
- Design prototypes and functional prototypes were built
- Earned media was generated, include a PSFK profile
- Developed branding, design and marketing materials 📰

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TECHNICAL SKILLS

- Adobe Creative Suite
- Final Cut Pro
- Sound Studio
- Keynote
- ...and other business and productivity software

AWARDS

- **New York Addy Award**
Gold—**Nikon:** Nikonography Website
- **WebAwards**
Nikon: Nikonography Website
- **Euro CBI Awards**
WorldCom: lead generation strategy
- **AdTech Awards**
Silver—**Intel:** B2B
Silver—**Volvo:** Automotive
- **One Show (nomination)**
MCI: Beyond the Banner

EDUCATION

- **Pratt Institute, NY**
Architecture
- **Memphis State**
Interior Design,
Honors independent study:
contemporary cultural anthropology
of humans and technology
- **Memphis College of Art**
Fine Art

EARLY CAREER

Sr. Art Director

- **HAVAS / MVBMS EURO ('98-'02)**
Worldcom, Intel, JP Morgan, Nasdaq,
Philips, Vindigo, Network Solutions

Freelance Art Director ('96-'97)

- **IBM** website, NYC
Art directed the launch of
IBM "e-business" website

Professional Illustrator ('95-'97)

- **Morgan Stanley**, NYC
in-house technical illustrator
- **Mickey & Co.**, NYC
Disney character illustrator

TELEPATHY

2013-2014, NEW YORK CITY & SUNNYVALE, CA

EXECUTIVE CREATIVE DIRECTOR & MARKETING LEAD

Tokyo based, venture backed smartglasses competitor to Google Glass

- Created all English language pitch materials that led to closing our \$5M Series A (first non-Japanese / U.S. employee)
- Managed press events and media relations resulting in earned media in WIRED UK, Mashable, TechCrunch JP, CNN, Bloomberg, PSFK, Business Insider, Entrepreneur Magazine, Cnet, The New York Times and others
- Earned media was generated pre-funding—investors cited "media traction" as instrumental in closing our \$5M Series A
- Responsible for all marketing materials including website

TEDX SILICON ALLEY

2011-2012, NEW YORK CITY

TEDX LICENSEE, FOUNDER, ORGANIZER & HOST

The 2012 Event mixed high-profile keynotes by Ray Kurzweil, Juan Enriquez, Jincey Lumpkin, Ken Segall, and other keynote speakers, as well as lesser known New York based tech startup founders. A smaller event was staged at GREY Advertising the previous year.

HUMBLE

2010-2012, NEW YORK CITY

DIRECTOR OF DIGITAL

Built an interactive department from scratch, for this NYC based pre-to-post production studio—from zero to almost a million a year in revenue.

- Creative Direction for the Facebook brand launch of Bud-Light Platinum in Super Bowl XLVI, The central component was a Facebook app that generated a video (synced to *Levels* by AVICII) from the user's own photos.
- StateFarm branded Facebook apps for Coachella and NBA sponsorships
- Oversaw Arduino hardware developed for special lighting effects used in the music video to Robert DeLong's "Global Concepts."

THINKMUSIC.NET

2008, NEW YORK CITY

CREATIVE DIRECTOR

A joint venture between Pulse Music recording studio and PrimaryWave Music Publishing, with options from both Pulse's outtake catalog of originally recorded music, and Primary Wave's rights catalog of pop and rock hits.

- Led product development on this to-the-trade music licensing marketplace
- Conceived of key competitive differentiator: a branded downloadable app for video to music compositing

FREELANCE

2003, 2007-2010, NEW YORK CITY

ART DIRECTOR

- Nikon Digital SLR campaign to the trade, targeting professional fashion photographers, created in collaboration with Emanuel Ungaro haute couture for McCann/MRM. View the multi-award winning website (Flash):
- Web brand launch of M&M's Premiums for GREY/G2
- Various banner campaigns for M&M's (Flash), Intel, and others
- Web style guides including Intel (McCann/MRM), and Panadol (GREY)

OGILVY

2004-2007, NEW YORK CITY

INTEGRATED ART DIRECTOR

- High-performing AmericanExpress Gold Card DRTV spot, "Italian Dinner"
- Creative lead and photographer, LVMH / Chandon sparkling wine account
- TimeWarner Cable: 360° campaigns across broadcast DRTV, DM, Print & Web