

christie little

christie@christielittle.com
www.lostvocabularies.com/agencies
225.235.0044
@cklittle

NEVER NOT CURIOUS

I leverage strategic thinking to help creativity thrive.

I've studied poetry and shapes, worked across communications, design, and art—always with a strategic mindset—and I've immersed myself in cultures and crafts across the world. I'm a glutton for learning: from pottery to cooking, bookbinding to architecture. And I have all the tabs open because I want to see it all.

As a strategist, I'm drawn toward businesses and brands that infuse the world with creative expression, from bookstores to museums, schools to architecture firms. The through-line of my work is tapping into something deeply true and finding ways to bring it to life.

NEVER NOT LEARNING

Insights for Innovation, IDEO U
December 2020

Sustained Dialogue Skillbuilding Workshop Series
June 2020

Leading for Creativity, IDEO U
May 2020

Designing Strategy, IDEO U
April 2020

The Creative Circus Portfolio School
Graphic Design
2008–2010

Louisiana State University
BA, English Lit + Poetry
2000–2006

NEVER NOT EVOLVING

Founder/Owner, Lost Vocabularies
2005–Present | NYC, Austin

Lost Vocabularies is a strategic consultancy.

15+ years of freelance strategic and creative work, including research, brand strategy, design, art, and creative direction, both independently-led and in collaboration with teams. Lost Vocabularies is the product of pursuing my passions and pushing the boundaries of my creativity throughout my career, with a deep passion for the foundations of research and strategy.

Clients & Partners: &Walsh, LinkedIn, LVMH, Une Femme, Cardboard Toast, Haven's Hot Chicken, Urban American Farmer, Burt's Bees, Publicis, Endera, The O Group, Stein Rogan + Partners, Ammirati, DiMassimo Goldstein, Pereira & O'Dell, Untitled Future, Alteryx

Head of Community & Comms + Founding Team Member, Square Roots
2016–2020 | Brooklyn, NY

Square Roots is a multi-city, tech-driven urban farming company.

Launched Square Roots from the ground up. Led brand and communications through various stages of growth and pivots. Developed an ongoing passion for culture—both company and personal—and how it can be cultivated, communicated, and practiced with intention.

Contract Senior Content Designer and Illustrator, Aviary/Adobe
2014–2015 | Manhattan, NY

Experienced the joyous satisfaction of moving content from conception to completion on a small but mighty team. Strategically crafted audience-focused illustrations and lettering designs as integral revenue stream. Experienced my first start-up acquisition as Aviary merged into Adobe.

Permalence Graphic Designer, RadicalMedia
2012–2014 | Manhattan, NY

Deep practice in the art of the pitch deck, storytelling, and Indesign styles. Worked from and created impressive brand guidelines. Developed a new appreciation for film. Ate lunch next to Steve Buscemi. Learned that smaller shops felt really nice to be in.

Art Director, Ogilvy
2011–2012 | Manhattan, NY

Learned to collaborate with incredible photographers, CD's and copywriters. Developed a passion for purpose-driven design.