

Chris Laughter

Websites, SEO, content, and automations — remote digital help from North County San Diego.

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SUMMARY

Creative technologist and designer working across web, social, motion, and photography — a decade of brand and product work for golf and sports technology companies, and now North Desk: website design, SEO, content writing, graphic design, and AI & computer help for businesses. Remote from North County San Diego. Clients anywhere.

EXPERIENCE

Founder — North Desk

AUG 2026 – PRESENT

Remote website, SEO, content, design, and computer help · Carlsbad, CA

Website design, SEO, content writing, graphic design, and AI & computer help — handled remotely.

Clear scope and turnaround quoted before work starts.

Based in North County San Diego; clients anywhere.

Creative Technologist — Full Swing Simulators

SEP 2025 – PRESENT

Sports technology · Carlsbad, CA · On-site

Designs web, digital, and social campaigns for product launches and brand marketing.

Creates motion graphics, paid ads, email marketing, and trade show assets.

Produces photography and branded content; helped evolve a premium, modern visual direction.

SKILLS

Digital & campaign design

Launch campaigns, paid ads, email, web graphics, print collateral.

Motion & video

Motion graphics, social cutdowns, product and event edits.

Photography

Product and lifestyle shoots, art direction, retouching.

Brand systems

Identity, guidelines, packaging, retail and trade show environments.

Web, SEO & technical

Site edits and uploads, basic SEO, analytics, software setup, AI tooling.

TOOLS

Adobe Creative Cloud

Figma

Canva

Google Workspace

WordPress

Shopify

Webflow

Klaviyo

Mailchimp

Digital Designer & Photographer — Fujikura Composite America

SEP 2024 – PRESENT

Performance golf shafts · Carlsbad, CA · Hybrid

Designs campaigns, website graphics, paid ads, email, and social content for launches and dealer marketing. Plans and executes photoshoots, retouching, and visual content production while holding a consistent premium visual identity.

Graphic Designer — Callaway Golf

DEC 2019 – SEP 2022

Golf equipment · Carlsbad, CA

Designed packaging, catalogs, retail graphics, and display systems for global product launches. Built assets for campaigns, trade shows, retail, and tour activations, and prepared production-ready artwork and prepress for large-scale print.

Meta Business Suite

GA4

Google Search Console

Google Business Profile

Semrush

Notion

Asana

Claude

ChatGPT

Grok

EDUCATION

BFA, Photography & Design
Brooks Institute · 2012–2014

Digital Marketing
UC San Diego Extended Studies · 2017–2018

AVAILABLE FOR

Contract and project work — campaigns, motion, photography, and website updates.

REMOTE · CLIENTS ANYWHERE