

# Chelsea

GRAPHIC DESIGNER

## SKILLS

Adobe Creative Suite

Logo & Illustrations

Photography

Image & Video Editing

Email Software & Design

Online Advertising

Web Design & Merchandising

Social Media Marketing

Packaging & Printed Materials

Creative Thinking & Collaboration

Attention to Detail

## EDUCATION

Bachelor of Studio Arts in Graphic Design

University of Nebraska Omaha

2011 - 2015

## VOLUNTEER

Graphic Designer

American Advertising Federation

Omaha, AAFO | 2018 - 2019

- Assisted other creative volunteers in the development and marketing of the AAFO's project of the year, the Ronald McDonald House Charities new expansion.

## EXPERIENCE

Graphic Designer & Art Director

eCreamery Ice Cream eCommerce & Local Companies | 2019 - Current

- Worked within the existing brand guidelines of eCreamery Ice Cream and Carson's Cookie Fix (company merger) until re-branding both businesses to revamp, bring cohesion and grow revenue.
- Collaborates daily with the owners and lead department directors to plan marketing materials with the use of creative thinking, data, research and expertise.
- Works with all departments directly to develop and design creative assets for printed materials, packaging, website, emails, social media marketing and advertisements to ensure maximum brand awareness.
- Managed a Junior Graphic Designer to help with the development and execution of all graphic design materials.
- Lead illustrator and typographer for custom labels, including, but not limited to: corporate company gifts, the online custom pint design tool, and seasonal/special occasion ice cream collections.
- Plans and directs in a majority of photo shoots as photographer and food stylist and well as assisted and directed in several professional photo shoots.
- Manages, edits and distributes a high volume of digital assets for all marketing materials.

Graphic Designer & Marketing Specialist

Goodwill Industries | 2018 - 2019

- Assisted the Senior Graphic Designer in the development of all agency printed and digital creative while maintaining brand guidelines.
- Used creativity to educate the community on the companies non-profit mission and programs.
- Actively participated in agency meetings and communication with outside contacts and vendors.

Graphic Designer & Arts and Environment

St. Patrick's Church and Preschool | 2012 - 2018

- Developed new branding, logos and website for the Church and Preschool.
- Communicated effectively with staff, volunteers, and vendors to manage and design creative for digital and printed materials.
- Routinely worked independently and effectively to multitask and complete creative projects under short deadlines.

## FREELANCE

Graphic Designer

QT Home Cleaning | 2022 - 2023

- Developed branding, logo, illustrations and printed materials.