

CHELSAE STEVENS

GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience delivering accessible, brand-driven visual communications across federal agencies, design studios and commercial industries. Expert in translating complex, regulated information into clear, compelling design solutions. Proven success supporting national campaigns, corporate branding, and multi-channel marketing initiatives while maintaining compliance, quality, and consistency in fast-paced environments.

CORE SKILLS

Graphic Design, Branding & Identity Systems, Visual Communication, Adobe Photoshop, Illustrator, InDesign, PowerPoint, Digital Design, Print Design, Direct Mail Marketing, Email Marketing, Social Media Marketing, Experiential Design, Infographics, Presentation Design, Print Production, Campaign Development, OOH Advertising, Asset Management, Project Management, Stakeholder Collaboration, Proposal Design, Accessibility (Section 508 / WCAG), Federal Branding Standards, UI / UX Design

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

Self-Employed | Remote | May 2015 – Present

- Design logos, brand identities, marketing collateral, social media graphics, web visuals, presentations, and print materials.
- Translate client objectives into effective, audience-focused visual solutions.
- Manage projects from concept through production while meeting deadlines.
- Develop brand guidelines and cohesive visual systems.
- Optimize creative assets for digital marketing performance and conversions.

Graphic Designer

Aptive Resources | Remote | Jan 2024 – Jun 2025

- Designed reports, infographics, presentations, web graphics, and outreach materials for federal agencies.
- Contributed to the 2024 MarCom Platinum Award-winning ChooseVA national campaign.
- Produced social media ads, website takeovers, OOH advertising, and major event placements.
- Ensured compliance with federal branding and accessibility standards (Section 508/WCAG).
- Developed scalable templates and visual systems.

Senior Graphic Designer

Epredia | Remote | Jul 2023 – Sep 2023

- Delivered brand-aligned creative for global healthcare marketing and scientific communications.
- Translated diagnostic content into accessible visual narratives.
- Managed projects end-to-end while ensuring regulatory and brand compliance.
- Maintained consistency across global digital and print assets.

Graphic Designer & Brand Manager

Infina, Ltd. | McLean, VA | Apr 2019 – Jun 2023

- Led corporate rebrand including brand strategy, identity system, and implementation.
- Developed brand guidelines, templates, and visual standards.
- Designed executive-level FAA stakeholder materials.
- Supported proposal development contributing to winning bids.
- Established workflows and asset management systems.

Social Media Manager & Graphic Designer

RevTechPlus, LLC | Jul 2016 – Mar 2019

- Designed marketing assets for golf course clients.
- Managed social media content calendars.
- Designed weekly email marketing and social media campaigns.
- Analyzed engagement metrics to refine content strategy.

Contract Graphic Designer

EZLinks Golf LLC | Remote | Nov 2016 – Jun 2017

- Designed website graphics, landing pages, digital ads, and email marketing visuals.
- Collaborated with marketing and product teams.
- Maintained organized asset systems for scalability.

Co-Creative Director & Graphic Designer

Communicore | Jul 2015 – Jul 2016

- Led creative strategy and execution for corporate and experiential events.
- Directed event branding systems and client presentations.
- Managed creative for 2015 NASCAR Sprint Cup Awards Banquet.
- Art-directed freelance designers and coordinated production teams.

TECHNICAL TOOLS

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Acrobat, Canva, PowerPoint, Microsoft Office, Digital Asset Management, Buffer, Hootsuite, Constant Contact, MailChimp, Squarespace, Jira, Sharepoint, Mac, PC