



CHELSAE STEVENS

DESIGNER | ILLUSTRATOR | PHOTOGRAPHER

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SUMMARY

I am a graphic designer with a decade of experience, specializing in emerging digital and print media. My expertise includes producing deliverables for small businesses, non-profit organizations, Fortune 500 companies, and federal agencies. I have designed collateral for large-scale events, corporate branding, social media, and public relations campaigns. I excel with Adobe software in addition to traditional drawing, painting, and digital photography.

EDUCATION

Columbus College of Art & Design
Advertising & Graphic Design
Minor: Copywriting
Degree: Bachelor of Fine Art
August 2011 - May 2015

● REFERENCES AVAILABLE UPON REQUEST

EXPERIENCE

Graphic Designer

Aprive Resources January 2024 – Present

Providing creative, 508 compliant products including but not limited to stylescapes, one-pagers, social media graphics, event collateral, bus wraps and website takeovers. Clients include The U.S. Department of Veterans Affairs – ChooseVA initiative, The U.S. National Science Foundation, The Defense Counterintelligence and Security Agency, among other federal government agencies.

Some of our biggest agency wins include:

- Working on the 2024 MarCom Platinum Award winning ChooseVA “What You've Earned Campaign” which encompassed a wide range of materials including but not limited to social media advertisements, website takeovers, advertisements in major sporting events and several out of home placements
- Successfully designing and releasing five different bus wraps and one transit shelter takeover as part of the “What You've Earned” campaign. The client review, which included the U.S. Department of Veterans Affairs Under Secretary, required an unprecedented zero edits and received resounding approval from all high ranking officials involved. The buses were later wrapped and released in both Washington, D.C. and San Diego, CA. The transit shelter takeover was featured at several Washington, D.C. Metro stops around Capitol Hill

Graphic Designer and Corporate Brand Manager

Infina, LTD. April 2019 – July 2023

Supported the development of government client brands and created programmatic continuity and strategic connections through visuals in both digital and print media. Relying on a close-knit team of various skill sets and precision attention to detail and commitment to tight deadlines ensured my success.

Some of our biggest agency wins included:

- Implementing an agency-wide telework strategy
- Designing and delivering methodology for Operational Risk Management to FAA engineers
- Partnering with CANSO to design and deliver courseware to global Air Navigation Service Providers

Along with the work provided to government clients, I was also responsible for the refresh and implementation of the Infina corporate brand. This included a complete overhaul of the corporate website, social media marketing, letterhead documents, proposal documents, event pieces and more.

Social Media Manager and Graphic Designer

RevTech Plus LLC July 2016 – March 2019

Managed clients' social media accounts, giving each golf course its own online persona. Each client's social media account was kept up to speed with the latest golf news, client-specific content focused on course openings, events, and holidays, as well as custom designed graphics for posts each week. Additional responsibilities included handling a portion of weekly email designs, sales reports, and online pricing.

ADDITIONAL EXPERIENCE

Graphic Designer

Distinct Software Solutions November 2016 – June 2017

Designed email headers and some website content predominantly for the golf industry.

Co Creative Director and Graphic Designer

Communicore Inc. July 2015 – July 2016

Responsibilities included creating fresh designs for a range of clients such as NASCAR, Bank of America Merrill Lynch, and more. These designs were used at trade shows, awards shows, banquets and press conferences. Job duties ranged from initial design work to corresponding with clients, operating large scale printers, assembling collateral, and going to job sites to set up for shows.

Some of our biggest agency wins included:

- Designing, producing and setting up collateral for the entire 2015 NASCAR Sprint Cup Awards Banquet in Las Vegas, Nevada
- Designing, producing and setting up collateral for a Bank of America Merrill Lynch corporate conference
- Designing, producing and setting up the 2016 press conference announcing Kevin Harvick and Stewart Haas Racing's sponsorship switch from Budweiser to Busch

Freelance Graphic Designer

Self-Employed May 2015 – Present

Consulting with clients to develop personal branding that includes logos, business cards, brochures, social media strategies, custom apparel designs, invitations, and illustrations. Clients include local non-profit organizations focusing on community outreach and charitable events, as well as personal patrons.

TECHNICAL SKILLS

Adobe Creative Suites: Photoshop, Illustrator, InDesign

Layout & Design: Logos, Branding and Guidelines, Advertisements, Posters, Magazine Layouts, Brochures, Infographics, Digital Reports, Social Media Graphics and Kits, Email Header Design, Website Design, Website Banner Design, App Design, Microlearning Design, CD Covers, Apparel Design, Stationery, Proposal Graphics, Invitations, Large-Scale Banners and Signage, Business Cards, Presentation Materials

Out Of Home: Bus Wraps, Transit Shelter Takeovers, Major Sports Venue Placements

Photography: Digital Photography – utilized in email designs, social media marketing, and freelance materials including invitations and photo shoots for personal patrons

Drawing and Painting: Pencil, Pen and Ink, Marker Rendering, Colored Pencil, Pastel, Watercolor, Acrylic, Oil, Scratchboard

Digital Technology: Large-Scale Printing, Production Design, Stage and Set Creation, Email Marketing, Website Marketing, Social Media Marketing, Social Media Management, Website Analytics, Microsoft PowerPoint, Microsoft Word, 508 Compliance mindfulness