



GRAPHIC DESIGNER
& VISUAL ARTIST

Chelsea Norman

Portfolio | chelseanorman.com

EDUCATION

Bachelor of Studio Arts with a
Concentration in Graphic Design

University of Nebraska Omaha | 2011 - 2015

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)

Logo Design, Illustration & Branding

Photography, Image & Video Editing

Email Marketing & Digital Design

Online Advertising & Web Merchandising

Social Media Marketing & Content Creation

Packaging & Print Design

Creative Collaboration & Problem-Solving

Detail-Oriented & Highly Organized

Strong Time Management & Multitasking

COMMISSIONED PROJECT

Graphic Designer & Muralist

St. Pius X St. Leo School | 2024

- Conceptualized, designed, and painted two large-scale murals featuring original artwork, showcasing creativity and attention to detail.

EXPERIENCE

Graphic Designer

Nelson Produce Farm | 2025 - Current

- Create graphic artwork to promote farm events and activities, including banners, signs, swag, ads, and email campaigns.
- Collaborate with vendors to ensure accurate production and timely delivery of printed materials.
- Manage multiple projects under short deadlines while maintaining high design standards.
- Plan, design, and execute painted murals, custom signs, and large-scale décor to enhance event spaces for farm activities and festivals.

Graphic Designer

eCreamery Ice Cream eCommerce & Local Companies | 2019 - Current

- Adhered to existing brand guidelines for eCreamery Ice Cream and Carson's Cookie Fix following their merger and successfully rebranded both businesses to enhance cohesion and drive revenue growth.
- Partnered with department leads to design and develop creative assets, including printed materials, packaging, websites, emails, social media campaigns, and advertisements, ensuring consistent brand awareness.
- Served as the lead illustrator and typographer for custom label designs, including corporate gifts, the online custom design tool, and seasonal/special occasion collections.
- Planned, directed, and executed photography sessions to produce image assets for marketing purposes.
- Managed, edited, and distributed a high volume of digital assets across all marketing channels.
- Coordinated with vendors to procure high-quality printed assets for marketing needs.
- Consistently works independently with strong self-motivation to effectively multitask and complete creative projects under tight deadlines.

Graphic Designer & Marketing Specialist

Goodwill Industries | 2018 - 2019

- Assisted Senior Graphic Designer in creating print and digital materials that promoted the nonprofit's mission while adhering to brand guidelines.

Graphic Designer & Arts and Environment

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

- Collaborated with staff and volunteers to create digital and print materials, including bulletins, posters, and flyers, while rebranding the church and preschool with a cohesive new logo, brand guide, and website.