

CHELSEA CHICK

GRAPHIC/WEB DESIGNER

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summary

Accomplished Senior Graphic Designer with 12 years of experience creating impactful designs for diverse clients, from startups to corporations. Proven track record in boosting client engagement and enhancing brand presence through innovative design solutions. Proficient in Adobe Creative Suite, HTML/CSS, and branding, with a strong portfolio in web, print, and digital media.

work experience

La Kaiser

Multimedia Designer (Contract)

Chicago

Jun 2015 - Present

- Directed and executed photo shoots for La Kaiser's jewelry collections, elevating brand aesthetics and producing high-quality marketing assets for social media, e-commerce, and advertising campaigns
- Led comprehensive packaging redesign project, creating cohesive branding across all customer touchpoints and improving overall unboxing experience
- Overhauled customer-facing e-commerce site and email designs, enhancing user experience and brand consistency across digital platforms

Kerry Family Dental

Art Direction, Graphic/Web Designer & Marketing

Ann Arbor, MI

Dec 2013 - Present

- Directed comprehensive website and brand transformation, streamlining user journey and reinforcing practice's market presence through strategic design and messaging
- Strategized and executed multi-channel marketing initiatives, including direct mailers, enhancing practice visibility and attracting new patients
- Implemented strategic patient acquisition initiatives, resulting in a 257% increase in monthly new patient growth, from 7 to 25
- Strategically curated and maintained practice's social media presence, enhancing brand visibility and fostering patient relationships through consistent, high-quality content
- Directed and coordinated comprehensive staff photo shoots, elevating practice's visual identity and reinforcing professional image across all marketing channels

LaCoste Design Co

Senior Graphic Designer

Remote

Feb 2018 - Apr 2022

- Implemented strategic design solutions for multiple departments at BlackRock and Kraft Heinz Co., elevating brand cohesion and enhancing overall visual messaging effectiveness
- Delivered comprehensive design solutions including web design, motion graphics, PowerPoint presentations, logos, icons, and illustrations, enhancing brand identity and user engagement
- Partnered with Kerry LaCoste to create a unified identity and branding system for BlackRock Academies, streamlining the visual representation of all current and future company training programs
- Served as the lead designer for PowerPoint projects at LaCoste Design Co., creating high-impact presentations that enhanced internal communication effectiveness and visual appeal

Bodhala

Graphic Designer

Remote
Mar 2014 - Sep 2019

- Spearheaded the creation of comprehensive marketing collateral, including investment decks, white papers, and infographics, resulting in an increase in client and potential investor engagement
- Optimized investor deck content, balancing detail and brevity, resulting in an increase in follow-up meetings with potential investors
- Facilitated interdepartmental cooperation to produce high-impact materials, enhancing communication effectiveness with potential clients and investors
- Lead and rapidly produced the first investor deck that helped raise \$5M

United Airlines

Graphic Designer

Chicago, IL
Nov 2016 - Jul 2019

- Designed and implemented a weekly iPad pilot newsletter, reaching 5,000+ staff members across all United hubs, enhancing information dissemination and event awareness
- Developed and distributed a comprehensive Mag+ software guide, enabling team members to produce future pilot newsletters independently, reducing production time
- Created compelling and engaging products, presentations, and designs for both internal and external audiences
- Utilized a wide range of design skills to create compelling visual content, supporting marketing and communication initiatives across the organization
- Upheld company standards and procedures throughout the design process while maintaining an organized archive of files according to team guidelines

education

Eastern Michigan University | Ypsilanti, MI, US
BFA, Graphic Design

May 2013

skills

- Adobe Creative Suite
- Site Layout
- HTML/CSS
- Figma
- Photography
- Website Graphics
- Branding
- Illustration
- Microsoft Office Expertise
- Content Layout
- Digital Design
- Marketing