




CHELSEA CHICK

GRAPHIC/WEB DESIGNER

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career objective

Multidisciplinary artist & designer who has worked with a wide range of clients from startups & small businesses to large corporations since 2012 with experience in graphic design, web design and marketing. With such diverse clientele, I've been able to call upon my many interests and skills leading to projects that include web design (html & css), logos, brand identity, printed collateral, investor decks, presentation design, t-shirt design, signage, e-commerce & e-mail campaigns, photography (and editing) & social media/ad content, illustration, packaging, infographics, marketing, weekly iPad newsletters, carpentry, painting and videography. Passionate about creating visually stunning and effective designs to help clients reach their goals.

experience

Dec 2013 - Present

GRAPHIC/WEB DESIGNER & MARKETING

Kerry Family Dental, Ann Arbor, MI
I was hired to redesign their website and branding back in 2013 and have maintained it ever since. Recently I was asked to help with marketing in order to increase new patients. This was done by creating mailers which targeted potential new patients within our network/area, as well as, increasing the practices digital presence. With these efforts, the practice has seen a monthly increase averaging 25 new patients in comparison to their previous average of 7 per month.

Feb 2018 - Apr 2022

SENIOR GRAPHIC DESIGNER

LaCoste Design Co, Remote, N/A
Working alongside Kerry LaCoste, I helped with the design for various departments within BlackRock and Kraft Heinz Co.

education

May 2013

BFA IN GRAPHIC DESIGN

Eastern Michigan University,
Ypsilanti, MI, US

- Optimized existing graphics for use on various platforms.
- Completed creative deliverables within established deadline.
- Incorporated animation elements into designs when necessary to enhance user experience.
- Developed multiple marketing materials, including brochures, flyers, and posters, to promote products or services.
- Developed creative collateral in alignment with brand vision and client requirements.
- Managed multiple projects simultaneously while meeting tight deadlines.
- Developed visuals that effectively communicated complex ideas in an engaging manner.

Mar 2014 - Sep 2019

GRAPHIC DESIGN

Bodhala, Remote, N/A

- Investment Deck Design, Sales Material, Infographics, Corporate Identity & Website Design
- Ensured that investor decks provided necessary details to draw investors in without overloading the viewer, causing a quick dismissal.
- Collaborated with internal departments to create engaging materials for clients and potential investors.

Nov 2016 - Jul 2019

GRAPHIC DESIGN

United Airlines, Chicago , IL

- Planned presentation of materials, products, and services.
- Discussed and determined layout design.
- Revised existing artwork to improve visual appearance of printed material.
- Utilized typography principles to create engaging layouts and visuals.
- Marked up, pasted and assembled final layouts to prepare layouts for printer.

- Drew and printed charts, graphs, illustrations, and other artwork, using computer.
- Translated complex concepts and data into compelling visuals for media outreach.
- Manipulated images for use on websites to promote company offerings online.
- Ensured compliance with company standards and procedures throughout entire process.
- Optimized graphics for web usage through image optimization techniques.
- Designed logos, icons, banners and other graphics for websites, apps, social media platforms.
- Created original graphic designs for marketing materials such as brochures, flyers and posters using Adobe Creative Suite.
- Prepared illustrations and rough sketches of material, discussing them with clients and supervisors and making necessary changes.
- Provided creative input into brainstorming sessions with the design team.
- Maintained archive of images, photos, and previous work products.
- Poster Design, Infographics, Icon Design, Menu Design, Weekly Mag+ iPad Newsletter Design, Website Design, Banner Design, Illustration & T-Shirt Design

skills

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

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References available upon request