

# chelsea du bois

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*\*references available upon request*

## ABOUT ME

Innovative and deadline-driven Designer with 7+ years of experience designing and developing user-centered digital/print marketing material from initial concept to final, polished deliverable.

A motivated, hard working team player looking for an opportunity to utilize my skills and further develop my career.

## SKILLS

### design

Branding, Digital Design, Print, Email Marketing, Illustration, Photo Editing, HTML (basic)

### programs

Adobe Creative Suite, Shopify, Listrak, MailChimp, Klaviyo, Squarespace, Microsoft Office

## EDUCATION

### flagler college

- Bachelor of Arts 2014
- Major: Graphic Design
- Minor: Fine Art, Political Science
- Research & Development Chair for AIGA Flagler
- Hand-picked by Design faculty to serve on AIGA Flagler board

## EXPERIENCE

### january 2021 - september 2023 • contract designer • lolli & pops

- Created digital marketing content for email campaigns and retail website
- Designed in-store signage for all 60+ stores, including permanent and seasonal signage
- Revamped branding to achieve a more fun, modern design
- Redesigned private label packaging to be more consistent and match new branding

### may 2016 - april 2020 • art director • rume

*other titles held: jr art director*

- Revamped branding with new brand guidelines
- Created digital marketing content for email campaigns and retail website
- Managed retail website with Shopify Plus
- Revamped email flows to retail customers
- Built out emails (HTML) for flows in Shopify
- Lead designer for Tinsley by RuMe collaboration with Tinsley Mortimer of RHONY
- Worked closely with 7 project managers handling over 400 unique clients
- Successfully trained and mentored 2 designers

### june 2016 - current • freelance designer • chelsea du bois

- Designed logos for various clients, from construction to water bottles
- Revamped branding and website for a retail client
- Created flyers, pamphlets, and other print collateral

### september 2015 - april 2016 • designer • brakes plus

- Supported the Senior Graphic Designer and Marketing Director on brand and marketing collateral design and development for all Brakes Plus locations
- Assisted with CRM maintenance such as client data entry and reporting
- Provided clear communication between Marketing team and Senior Graphic Designer to ensure production timelines were met

### november 2014 - august 2015 • design intern • resound creative

- Assisted the Creative Director with projects including: brochure design, graphic elements, banner ads, proposals, and research for brand identity
- Revamped ads for businesses, increasing brand exposure and improving revenue
- Oversaw branding of MaxFit from first logo conception to a brand handbook
- Created logo prototypes and mockups for key clients

