



CHELSEA N. SMITH

GRAPHIC DESIGNER

PROFESSIONAL PROFILE

Creative Graphic Designer and Web Designer professional with 8 years of experience providing design solutions for print, digital, and product applications. Experience utilizing collaborative and interpersonal skills to develop consumer-facing designs while building long-term relationships with clients. Skilled at managing other designers and coordinating with a team to deliver a single product. Proven career strengthening business competencies through web design and digital storytelling.

CONTACT

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LINKEDIN
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LOCATION
New York



EDUCATION

BACHELOR OF FINE ARTS
St. John's University

TECHNICAL SKILLS

Adobe CC, Microsoft Office, HTML and CSS, Wordpress, BigCommerce, Responsive Web Design and Development, Branding, Print Design, Social Media, Mail Chimp, Bronto, Sendin Blue, Hubspot, and Siteground

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

2018 - Present

FRASCA DESIGN GROUP

Mineola, NY

Works directly with over 200 clients to translate needs and business objectives into cohesive designs that are visually compelling.

Utilizes project management skills to manage a diverse scope of projects simultaneously resulting in a 60% improvement in project turnaround time.

Helps maintain consistent brand identities by ideating and developing websites, logos, email templates, digital and print content in line with business objectives.

Oversees the entire design process of projects from conception to production.

Develops ongoing marketing programs for client accounts, including weekly web newsletter updates.

Designs and fully hard-codes websites using search engine optimization in HTML and CSS.

SENIOR GRAPHIC DESIGNER

2015 - 2018

MonogramOnline

Syosset, NY

Prepared over 1000 finished designs for customized home decor, kitchen and accessories products.

Worked directly with art directors, marketing team, and CEO to define the tone and voice of the company's brand.

Led in the complete redesign of the company's website, including the design of logo and typography increasing website traffic by 75%.

Collaborated with art director to manage social media content in line with brand voice.

Produced and executed design concepts for daily email newsletter campaigns.

Produced monthly product catalog in line with the company's brand identity, typography, and layout.

GRAPHIC DESIGNER

2014 - 2015

Haute Living Magazine

New York, NY

Developed cover-to-cover graphics for bi-monthly magazine digital and print issues.

Utilized best practices to color correct and retouch artwork.

Worked collaboratively with the editorial, marketing, and design staff to create dynamic visuals in line with brand initiatives.

Outsourced printing companies to produce the highest quality of visual content.