

Ms. Jones is principal of Chelsea Jones Design, a full service design and marketing studio. Her expertise spans 20+ years including roles as art director, brand manager, and marketing specialist. As a professional designer, she integrates her fine arts background with capabilities in print design, web design, and advertising. Recognized for her award winning work, she brings a mix of artistic talent and business acumen to each client engagement. She has a natural eye for design and a passion for delivering dynamic ideas that connect with her audience. Her distinguished list of customers include Cambiar Investors, Leidos, Inc., Qwest Communications and MoneyGram International.

## HONORS AND AWARDS

- › Gold MarCom Award—Logo Creation, Branding Campaign
- › CUES Golden Mirror Award—Logo Design DCCU
- › IABC Colorado Bronze Quill Award—Graphic Design
- › Gold Pick Award—Design of Logos, Posters, Banners
- › District Addy Awards—Color Illustration
- › Arkansas State Addy Awards—Color Illustration

## EDUCATION

- › University of Arkansas, Bachelor of Arts: Graphic Design and Illustration, Minor: Photography and Art History

## CURRENT EXPERIENCE

### International Association for the Study of Lung Cancer

#### Role: Creative Art Director (December 2016 – Present)

- › Oversee the art department by hiring, training, assigning, scheduling, and mentoring staff
- › Establish art department standards for production, productivity, quality, and client service
- › Ensure team adheres to current processes, identifying opportunities for continuous improvement, and proposing and creating processes and tools to support design operations
- › Collaborate with marketing and sales divisions in creating marketing plans, aligning team priorities with business objectives to deliver high-quality work on time and on budget
- › Develop presentation approaches, styles, and techniques for the team to implement
- › Analyze market trends, consumer need, and the competitive landscape, and track campaign performance
- › Work with the entire creative team to establish a unified brand understanding and voice for the company, helming a creative audit to elevate our innovation
- › Conceptualize campaign vision, harnessing original graphics, copy, content websites, social media, and other marketing materials
- › Develop creative briefs based on ideas established in brainstorming sessions with direction, schedules, and expected deliverables for the creative team
- › Delegate projects to in-house designers and oversee storyboards
- › Obtain team approval by presenting final layouts, storyboards, and illustrations, encouraging members to provide feedback, and responding to internal commentary and requests
- › Present or oversee presentation of final concepts and coordinate production and dissemination for cross-organizational use

### Leidos Engineering, Inc.

#### Role: Senior Graphic Designer (February 2014 – Present)

- › Communicate and facilitate the art direction and formatting of design deliverables and produce necessary communications pieces in both print and digital environments
- › Collaborate internally to conceptualize and execute creative solutions that can be translated across various media platforms
- › Assist in the planning and creative process of new client acquisition
- › Perform pre and post production quality checks
- › Design marketing communication pieces including overall theme development, individual piece designs
- › Manage production of all print pieces from conception to completion
- › Provide strategic and brand guidance for oral presentations
- › Design dynamic layout and technical illustrations for proposals
- › Create conference and event experience that meets company marketing goals and budget
  - Brainstorm conference theme and ensure adherence to brand
  - Design and coordinate production of exhibit graphics and signage
  - Create advertising campaign
  - Develop event collateral and presentations

## NOTEWORTHY CLIENTELE

- › AT&T Broadband, Qwest Communications, MoneyGram International, Anderson & Associates Public Relations, Keller Williams, Coors Brewing, Colorado Lottery, The Integer Group

## CAPABILITIES

- › Adobe Creative Suite, Word Press, HTML, CSS, Microsoft Office