

## FOUNDER & PRINCIPAL | CHELSEA JONES DESIGN

Turning Complex Ideas into Compelling Visual Communications

**Creative Strategist | Senior Designer**

### PROFESSIONAL SUMMARY

As the founder of Chelsea Jones Design, I've built and led a successful creative consultancy for more than 25 years, providing organizations with agency-level creative leadership without the overhead of a traditional agency. I've partnered with marketing, communications, and business development teams to translate complex ideas and business strategy into compelling visual communications that engage audiences and drive results.

My work spans brand development, executive presentations, proposal communications, integrated marketing campaigns, conference experiences, and digital and print design. Whether developing a visual identity, elevating a global conference, or creating persuasive proposal graphics that help secure multimillion-dollar contracts, I combine strategic thinking, visual storytelling, and production-ready execution to deliver high-impact creative.

Clients rely on me as both a strategic advisor and hands-on creative partner, delivering senior-level expertise with the flexibility, responsiveness, and personal attention of an independent consultancy.

### AREAS OF EXPERTISE

- » Creative Strategy
- » Brand Identity
- » Creative Direction
- » Proposal Graphics
- » Presentation Design
- » Conference Branding
- » Information Design
- » Executive Presentations
- » Visual Storytelling
- » Environmental Graphics
- » Executive Communications
- » Integrated Campaigns
- » Art Direction
- » Proposal Strategy
- » Creative Operations
- » Template Creation

### SELECTED CLIENT PARTNERSHIPS

**Chelsea Jones Design** | Agency Love without the Squeeze

#### FOUNDER & PRINCIPAL CREATIVE

Founded Chelsea Jones Design to provide organizations with agency-level creative leadership without the overhead of a traditional agency. Today, I partner with marketing, communications, and business development teams as a strategic creative partner, delivering strategic design, visual storytelling, executive communications, and production-ready creative that helps organizations communicate with clarity and confidence.

#### International Association for the Study of Lung Cancer (IASLC)

##### STRATEGIC CREATIVE | SENIOR DESIGNER | 2016–PRESENT

- » Serve as the organization's creative resource, providing senior-level art direction and design leadership across marketing, communications, education, and global events.
- » Act as an extension of the marketing team, transforming complex scientific and medical content into compelling visual communications.
- » Concept, design, and produce integrated campaigns across print, digital, web, social media, presentations, exhibits, and conference materials.
- » Create executive presentations and visual storytelling that simplify complex information and engage global audiences.
- » Develop visual systems and creative standards that strengthen brand consistency across all communications.
- » Partner with marketing leadership from strategy through final execution, translating ideas into thoughtful, audience-focused creative.
- » Design conference branding, environmental graphics, signage, promotional materials, and attendee experiences for international medical meetings.
- » Produce polished, production-ready creative while coordinating vendors, printers, and outside production partners.

## **Leidos Engineering**

### **SENIOR GRAPHIC DESIGNER**

FREELANCE – 2014–PRESENT | FULL-TIME – 2022–2023

- » Recognized as the senior creative lead for marketing and business development, partnering with a three-person design team to deliver high-profile creative initiatives.
- » Designed persuasive proposal graphics, infographics, and technical illustrations that contributed to more than \$500M in awarded contracts.
- » Led the creative direction for the team's most visible and strategically important projects, mentoring junior designers and elevating the quality of deliverables.
- » Partnered with marketing and business development teams to develop proposals, executive presentations, campaigns, and client communications.
- » Transformed highly technical engineering content into engaging visual stories that improved clarity and strengthened client communications.
- » Developed brand-consistent marketing collateral across print, digital, presentations, and event platforms.
- » Designed conference experiences, exhibit graphics, environmental signage, presentations, and promotional campaigns.
- » Balanced strategic thinking, creative direction, and hands-on production from concept through final execution under demanding deadlines.

## **Ethos Artificial Intelligence Limited**

### **CREATIVE DIRECTOR | 2026–PRESENT**

- » Evaluate and rank AI-generated presentations against shared creative prompts and defined visual criteria to improve output.
- » Assess creative direction, visual execution, composition, typography, imagery, hierarchy, and overall effectiveness across multiple competing outputs.
- » Apply senior-level creative and art direction judgment to determine which presentations most successfully interpret the brief and communicate its intended concept.
- » Provide ratings and comparative evaluation that help assess and improve AI-generated presentation capabilities.

### **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:

Concentration in Graphic Design and Illustration, Minors in Photography and Art History