



Chelsey Dever

CREATIVE DIRECTOR

designedbychelsey.com

deverdesign@gmail.com

815.761.3971

12+ years of experience in the advertising industry, specializing in everything from print and digital campaigns, to branding, social content, campaign ideation, photography and videography, to directing. Chicago local. Multiple hobby enthusiast. Cat and plant mom. A curious and open minded adventurer, problem solver, conceptual thinker, well-versed creative, leader and director.

Skills

UX/UI Design, Landing Experiences, Product Launches, Web Design, Branding, Campaigns (print, digital, social), Art Direction, Creative Direction, Concepting, Photography, Tradeshow, Traditional, POP & OOH, Social Media Marketing and Content Creation

Programs

Figma, Sketch, Firefly, Midjourney, Adobe Suite - Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, XD, Wordpress, Invision, Principal, AEM, Microsoft Suite, DSLR, Mirrorless and Film Photography

Experience

September '21 - Present

Aisle Rocket - Chicago, IL

CREATIVE DIRECTOR

Responsible for leading a team of writers, designers & art directors (team of 6). Creative Director lead for KitchenAid (Whirlpool Corp.), JennAir and Gladiator brands primarily, but also contributed to or lead concept ideation for additional brands like Chaco, Weiman, Priority Health, etc. Overseeing all digital executions and .com for the primary brands named above, product launches, organic content, as well as brand campaign ideation and execution, printed materials such as lookbooks and OOH/POP, in-store displays and large footprint floor displays, social assets and ideation, media assets and more.

November '18 - September '21

Aisle Rocket - Chicago, IL

ASSOCIATE CREATIVE DIRECTOR

Hired as Sr Designer but promoted to ACD in the first year. Responsible for bringing the newly defined brand essence to life by redesigning KitchenAid.com to elevate the premium nature of the brand and set the tone for the shopping experience, by greeting makers with an inspirational experience. I started this role as a Senior Designer and quickly grew into ownership of all digital work, as well as leading 2-3 creatives at all times to assist in executing the work. We have elevated their brand across kitchenaid.com and introduced them to e-commerce, assisted in creating a content strategy for their organic and Stories content, as well as executing and launching those blogs, product launches and so much more.

January '16 - November '18

Fusion92 - Chicago, IL

SENIOR DESIGNER

Responsible for leading junior designers as well as more responsibility in leading my clients. Providing art direction when needed, collaborating with copywriters and other team members, knowledge of majority all print and digital materials, as well as production prep, but focused on web design and branding. Lead accounts, under ACD management such as Fiserv, DailyFX (IG Group), Henry Schein, Raymond James, Buddig, Kingsford, Conor Commercial, H&R Block, etc. Photography: Assistant photographer for recipe video and photography shoots for Buddig and Old Wisconsin.

January '12 - January '16

Fusion92 - Chicago, IL

GRAPHIC DESIGNER

Worked primarily on the AT&T U-Verse account, entire campaigns included DM, EM, Banner Ads, DH, OOH, truck wraps, brochures, LP's, event materials, gorilla marketing tactics, etc. Learned all production skills and knowledge from this account. Transitioned to work on brands such as Fiserv, Buddig, Old Wisconsin, H&R Block, etc. Photography: Assistant photographer for recipe video and photography shoots for Buddig and Old Wisconsin

Education

Winter 2010 - Winter 2012

The Illinois Institute of Art - Schaumburg

Bachelor of Fine Arts Degree in Graphic Design
Honor Roll 2011-2013

Fall 2008 - Summer 2010

Sauk Valley Community College

Bachelor of Fine Arts Degree in Graphic Design
(Transfer)