

# ARIEL J CHAPMAN

ART DIRECTION + GRAPHIC DESIGN



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## ABOUT ME

I am an experienced visual storyteller with 9+ years of experience in graphic design. My passion for art, design, podcasts, music, plants, and marketing allows me to create captivating visuals that drive engagement. I am continuously honing my skills to make a meaningful contribution to public and private sectors.

## EDUCATION

### School of Motion (Fall 2019)

Illustration for Motion Design

### The Art Institute of Atlanta (2010)

B.F.A. in Media Arts and Animation

## SOFTWARE/CMS

Ai Ps Ae Id Au Xd

Sketch F WordPRESS

INTUIT mailchimp HubSpot

## SKILLS

Art direction, brand identity, brand strategy, audio production, producing, HTML/CSS, UI design, copywriting, critical thinking, animation, content ideation, team building, collaboration, concept development, marketing, campaign conception

THANK YOU FOR YOUR TIME!

## WORK EXPERIENCE

### Production Designer

Nox Health | May 2023 - Present

Maintaining and expanding brand identity. Collaborates with copywriter and content strategist to create visually engaging social content and marketing collateral for B2B and B2C departments. Works with website developer to create innovative and interactive website graphics while abiding by ADA compliance.

### Art Director

Authentique Agency | Jan 2022 - Nov 2023

Crafted comprehensive branding plans that corresponded to the brand's target audience and aligned with clients' goods/services, while paying attention to customer design needs and communicating said requirements to teams. Assembled presentation documents that supported messaging frameworks, allocated tasks to junior and senior level designers, and collaborated with different departments to ensure brand standards remained consistent in print and online.

### Production Designer (Contractor)

Experian | Nov 2021 - Sept 2022

Collaborated with copywriters to generate advertising storyboards while producing appealing assets used across multiple social media channels. Utilized design strategy to advance financial knowledge/communication and built a sense of community for websites and social platforms. Animated promotional videos that educated users/customers on product usage.

### Graphic Designer

Between Pixels | April 2017 - Oct 2021

Developed style guides for both internal and external teams to maintain consistency across marketing and advertising channels. Created design mock-ups, wireframes, print, and digital deliverables for various marketing campaigns. Provided art direction, produced storyboards, style frames, and animation [2D] for projects. Developed websites, managed site content using content management systems (Wordpress), authored newsletters and landing pages for scheduled delivery through MailChimp, Hubspot, and Unbounce, as well as researched design trends and audience needs to amplify clients' brand awareness. Wrote scripts and edited bite-sized promotional content for clients' social media channels.