

ARIEL CHAPMAN

Creative Services Manager | Multidisciplinary Designer

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PROFESSIONAL SUMMARY

Multidisciplinary Designer with 9+ years of experience developing integrated marketing campaigns, brand identities, digital experiences, motion graphics, and visual storytelling initiatives for healthcare, consumer brands, agencies, and corporate organizations. Proven success in driving audience engagement, increasing campaign performance, and translating complex business objectives into compelling creative solutions. Experienced in leading creative direction, brand strategy, content production, social media campaigns, and cross-functional collaboration for B2B and B2C audiences. Recognized for award-winning design work, measurable marketing impact, and the ability to build cohesive brand experiences across digital, print, web, and social platforms.

SKILLS

Design: Layout Design • Compositional Design • Visual Identity Systems • Brand Design • Typography • Packaging Design • Photo Direction & Retouching • Editorial & Print Design • Social Media • Presentation Design

Creative Practice: Creative Direction • Brand Strategy • Creative Concept Development • Conversion-Focused Design • Creative Operations • Brand Governance • Accessibility (ADA/WCAG)

AI & Motion: Generative Fill/Expand/Remove • Motion Design

TOOLS

Adobe Creative Suite • Figma • WordPress • HubSpot • MailChimp • HTML/CSS • Project Management Software

PROFESSIONAL EXPERIENCE

Creative Services Manager, Contract

National Black MBA Association (NBMBAA) | Atlanta, GA | July 2024 - Present

- Owned end-to-end creative direction for North America's largest professional development conference, building and maintaining a brand book and modular visual identity system with typography and layout standards applied consistently across digital, print, environmental, social, motion, and executive communications.
- Designed print and editorial materials, including conference collateral, signage, and program guides, alongside digital and social assets, maintaining brand harmony across every touchpoint.
- Built a reusable template system and creative framework used across 12+ campaign touchpoints, improving creative consistency and accelerating production across multiple teams.
- Increased conference social engagement 56% through audience-driven visual design, campaign strategy, and creative direction.
- Led an ADA-compliant website redesign, modernizing the organization's digital presence and improving usability.
- Managed external creative teams, production vendors, budgets, and timelines to deliver large-scale marketing initiatives on schedule.

Digital Production and Brand Designer

Nox Health | Alpharetta, GA | *May 2023 - June 2026*

- Expanded enterprise brand systems across B2B and B2C marketing initiatives, applying consistent typography, layout, and visual standards across web, product marketing, print, email, presentations, and digital campaigns.
- Designed packaging for Nox Health's at-home sleep test kit, extending the brand system to a physical product touchpoint.
- Designed conversion-focused marketing across mailers, digital ads, and email that helped convert 4,000+ new patients in 2024, exceeding the end-of-year acquisition goal.
- Collaborated with Product, Marketing, physicians, and executive leadership to convert complex initiatives into clear, engaging, on-brand visual solutions.
- Reduced creative production time by 20% through integrating AI tools (Generative Fill, Expand, and Remove) into Adobe Creative Cloud workflows, maintaining brand integrity while accelerating concept development.
- Optimized accessibility across digital marketing assets by implementing ADA-conscious design standards and user-friendly user experiences.
- Simplified intricate healthcare messaging through strategic visual communication, increasing audience comprehension and engagement.

Senior Graphic Designer, Art Director, Contract

Authentique Agency | Atlanta, GA | *January 2022 - November 2023*

- Assisted in leading and mentoring a team of designers, setting creative standards and directing execution across integrated campaigns.
- Owned end-to-end production for Jack Daniel's "Every Legacy Has A Beginning" campaign (concepting, location scouting, scheduling, and budget management), partnering with photographers and videographers from concept through final delivery.
- Led creative development for integrated campaigns, spanning social, digital, experiential, video, print, and out-of-home activations for Microsoft, PepsiCo, PUMA, Jack Daniel's, AMC, and the Country Music Association.
- Drove 300%+ engagement growth on Facebook and Instagram in seven months by leading creative strategy and content development for Bounce TV.
- Presented creative concepts and campaign tactics to executive stakeholders, articulating design rationale and applying feedback to strengthen creative outcomes.
- Coordinated cross-departmental teams (designers, copywriters, account managers, strategists) to improve campaign execution and agency production efficiency.

Digital Production Designer, Contract

Experian | Costa Mesa, CA | *November 2021 - September 2022*

- Produced integrated marketing campaigns for national financial education initiatives, converting intricate financial data into motion graphics and digital content that improved customer understanding across high-volume enterprise channels.

Graphic Designer

Between Pixels | Marietta, GA | *April 2017 - October 2021*

- Designed scalable brand systems, websites, landing pages, email campaigns, and print and digital marketing assets that strengthened brand harmony throughout healthcare, nonprofit, consumer, and utility clients.

- Assisted in motion design workflows by providing art direction, producing storyboards, style frames, and animating under the lead motion designer.
- Raised charitable donations by 90% through well-planned social media campaigns for Aylo Health.
- Increased preventative healthcare appointments by 84% using targeted digital marketing initiatives.
- Received the 2021 Cooperative Communicators Association Award for Walton Gas website design.

EDUCATION

Art Institute of Atlanta

Bachelor of Fine Arts in Media Arts and Animation | Atlanta, GA | 2010

AWARDS

2021 Cooperative Communicators Association Award - Walton Gas Website Design