

CHELSEA WINDLINGER

GRAPHIC DESIGNER + ILLUSTRATOR

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I am a multi-disciplined graphic designer and illustrator with a great sense of humor and unique design view. My creative process is one of experimentation and play, and I believe that every design problem can meet its solution with a combination of hard work and enthusiasm for design craft. I am well-versed in both web and print design, and my experience ranges from managing a corporate consumer-facing website to creating illustrations for educational organizations. I excel in realizing a strong and creative concept as a finished product in any medium. But most importantly, I like to have a lot of fun with design.

WORK EXPERIENCE

Freelance Designer & Illustrator

Sony Digital Design & Compositing • Freelance Graphic Designer • JUN 2010, JUL 2010
Designed a guidebook marketing piece for the film Eat Pray Love; created promotional packages for the premieres of Eat Pray Love and The Other Guys, including theatre tickets, party tickets and badges; created an invitation for the screening of The Virginity Hit.

Tokyopop, Inc. • Freelance Graphic Designer • JUN 2010 and ongoing
Created the design system, identity, and book cover for new book series.

Sapient • Freelance Graphic Designer • JUN 2010
Concepted and created a series of illustrations in a comic and feminine style for a presentation for Bare Escentuals.

Baby Alive • Freelance Graphic Designer • MAR 2010 and ongoing
Created logos, packaging concepts, and pattern design for a new product line within the overall brand.

Mr. Potato Head • Freelance Graphic Designer • JUL 2009 and ongoing
Created logos and packaging concepts for a new look for the toy line.

My Little Pony • Freelance Graphic Designer • MAR 2009 and ongoing
Concepted logos and packaging for a new look for the toy line; illustrated patterns for a product line within the overall brand.

Weebles • Freelance Graphic Designer & Illustrator • MAR 2009 - APR 2010
Created scenic and character illustrations for reinvented product line. Created concepts for new packaging and branding.

Stauffer, Inc. • Visual and Interactive Designer • DEC 2008 - PRESENT
Website design and interactive ad design for various projects.

LMU Department of Theological Studies • Freelance Designer • DEC 2007 and ongoing
Created identity system for an annual conference. Created custom illustration work for each year's poster and fliers.

Tokyopop, Inc.

Graphic Designer & Web Community Manager • JAN 2009 - MAR 2010

Worked in unison with the art director and marketing department to provide creative and effective solutions for a diverse range of graphic novel properties and the overall TOKYPOP brand. Created design programs for new properties, from logo and book cover design through the design for marketing campaigns. Brainstorm effective campaigns, online and off, with marketing team. Advised management on new web technologies and about the company's online community. Other duties : communication with fan base, training coworkers on the use of CMS and other web applications, ad trafficking and copywriting for the website and for products.

UI Designer & Web Manager • AUG 2008 - DEC 2009

Work with the CTO, art director and marketing department to redevelop the company's online presence. Brainstorm and outline business plan for future version of corporate site. Manage all in-house advertising and the implementation of paid advertising, including managing ad sales in Google AdManager and designing and deploying in-house and paid site skins, landing pages and video takeovers. Provided brand management for online material. Managed all UI design for enhancements to the website's navigation and front end design. Coordinated with programming team to handle implementation and QA of new code and design effectively.

Graphic Designer • JAN 2008 - AUG 2008

Worked under the direction of art director and senior designer in a quick turn-around environment. Projects include logo design, book covers, style guides, illustration for merchandise (including sneakers, skateboards, and t-shirts), various sales and marketing materials (sell sheets, consumer and trade ads, posters, postcards, and online Flash advertising), as well as the designing the branding for two new book product lines.

Junior Graphic Designer • JUL 2007 - JAN 2008

Worked under the direction of art director and senior designer, taking intellectual property identity design and book cover design from concept to completion and maintained brand guidelines for 15-18 book properties through each property's logo to its advertising.

LMU Study Abroad Office • Student Graphic Designer • JAN 2007 - NOV 2007

Maintained travel program websites; designed 80 page Study Abroad Information Book for 2007-08 school year; assisted students and Study Abroad Coordinators.

EDUCATION

Loyola Marymount University • Los Angeles, CA

BA Studio Arts; concentration in Graphic Design

BA English; concentration in Creative Writing

Graduated magna cum laude, 2007.

SKILLS

Creative and visual thinking, writing, research and organization.

Experienced with: Mac and PC, Adobe Photoshop, Illustrator, Indesign, Acrobat, Dreamweaver and Flash; QuarkXPress; HTML, CSS, and Actionscript 2.0 and 3.0.

AFFILIATIONS

Associate Member, AIGA. Member since 2005.

AIGA/LA Communications Assistant. JUN 2010-Present.