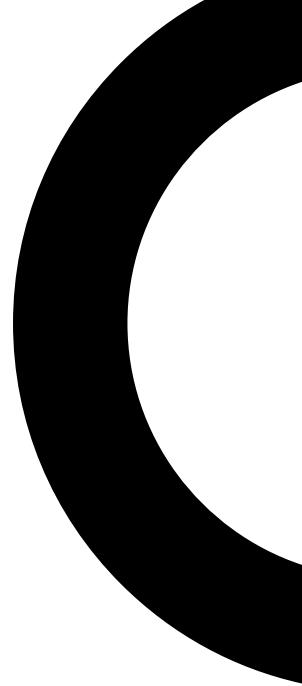




CHELSEA MILLER

www.chelseammiller.com



EDUCATION

UW Stout

Bachelors of Fine Arts
Graphic Design

KEY SKILLS

Market Research

Ability to understand the brand identity, systems, and clientele to research new avenues and apply them.

Market Awareness

Ability to understand cultural trends and apply them to a design in a new and interesting way.

Visualization

Ability to apply research, market trends, and a contemporary perspective to a design while maintaining brand consistency.

Design Construction

Ability to create with research and inspiration behind a design, in addition to having a visionary instinct for client needs. Also, setting a high standard for completion to produce a finished and polished design.

EXPERIENCE

The Bluebird Group

Content Designer: FEB - NOV 2025

Led end-to-end website management and design
Owned brand management and visual identity
Designed company-wide template systems
Drove brand marketing decisions
Produced web, digital, client and internal assets

Freelance

Senior Graphic Designer: SEP 2024 - FEB 2025

Created iconography, brochures, booklets, cards and merchandise
Designed a logo and brand manual and identity systems
Illustrated portraits and prints
Created marketing campaigns through email and web

Purecare

Graphic Designer: MAY 2022 - JULY 2024

Created and led email campaigns and designs
Designed landing pages and created website promotions
Designed store buildouts for clients
Photographed product detail
Advised and developed shotlists for photography shoots
Designed product packaging from ideation to creation
Planned and created social media videos
Created landing pages for a hosting company

Novus Glass

Graphic Designer: JUNE 2020 - MAY 2022

Created marketing campaigns
Designed brochures, flyers, and legal documents
Designed retail websites on Shopify
Created and designed brand logos
Designed retail store signs, graphics, and layout for franchises
Created social media calendars and managed brand reputation
Created presentations for events and conferences
Designed graphics for large format booths
Designed large format graphics for billboards
Advised and ran event presentations
Designed multilingual flyers for our World Team