

# joelle chauncey

SENIOR ART DIRECTOR

## PROGRAMS

Photoshop  
Illustrator  
InDesign  
Sketch  
Keynote  
PowerPoint  
Word  
Google Drive  
Microsoft Teams

## SKILLS

Art direction  
Creative direction  
Mentorship  
Concepting  
Web and print  
Typography  
Sketching  
Digital mock-ups  
Vector illustrations  
Print production  
Photo retouching  
Presentation building  
Presenting

## RECENT COURSE

Udemy: Sketch - from A to Z

## EDUCATION

**BFA in Graphic Design**  
Iowa State University  
May 2010

## REFERENCES

References are available  
upon request

## EXPERIENCE

**Radancy** formally **TMP Worldwide** | virtually everywhere  
**Create employer brands, recruitment campaigns, career sites and collateral**

**Senior Art Director** | April 2017 - Current

- \* Experience working with brands such as UPS, Intel, Takeda/BioLife, Disney, Schwab, Cleveland Clinic, Deluxe and more
- \* Engages in critiques across disciplines by provide strategic and critical thinking feedback to deliver top work
- \* Lead contact on the creative teams for most of my accounts' day-to-day needs by interacting and communicating internally, across departments
- \* Mentor and/or creative director of junior level art directors
- \* Concept and develop employer brands for Fortune 500 companies
- \* Career website ideation, design, mocking and QAing
- \* Video storyboarding and creative directing animators
- \* Strong skills in typography, vector illustrations and photo retouching
- \* Build presentations and present internally and externally

**Art Director** | April 2015 - April 2017

- \* Experience working with brands such as UPS, AT&T, HCR Manorcare, Gildan, Kohler, Panera, Mars and more
- \* Team member of award winning creative teams, awards listed on LinkedIn profile
  - \* AT&T's Employer Brand Social Media Team
  - \* UPS' Employer Brand Team
- \* Work directly with creative team members, copywriters and creative directors

**Aisle Rocket Studios** | Palatine, Illinois

**Created print and digital consumer facing ads for home appliance**

**Art Director** | July 2010 - April 2015

- \* Experience working with national brands such as Whirlpool, KitchenAid, Maytag, Amana, Kenmore, Sears, Vermont Castings and more
- \* Work closely with creatives and account executives to brainstorm and develop appropriate design and experience solutions for our clients
- \* Create home appliance advertising collateral such as:
  - \* P-O-P, hype-flyers, consumer and business facing literature
  - \* Interactive banners, emails/newsletter blasts and landing pages
  - \* Video storyboarding
  - \* Two-dimensional environment mock-ups
- \* Experience managing photoshoots through set design, props and models selection, and directing the photo direction both on set and in its retouching phase
- \* Significant experience in managing aggressive timelines
- \* Relied upon to review and mentor junior level design work from fellow colleagues
- \* Created lasting processes that the office still follows today and train new hires on procedures in place
- \* Significant experience in preparing files for release to printers as well as checking fellow co-workers files for press-readiness