

# Chelsea Borg

chelseaborg.com

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## EDUCATION

### Massachusetts College of Art and Design

Boston, MA | 2014 – 2019

BFA in Graphic Design

## SKILLS

### Brand Development

Practical, client-based experience in every stage of the branding process, including competitor research, ecosystem analyses, user journeys, gut-check workshops, moodboarding, logo design, UX and UI, generating illustrations/graphics/diagrams, website QA, and creating brand guidelines.

### Front-End Development

HTML, CSS, SCSS, Javascript, and PHP. Coded portfolio website by hand, and has written custom code for Wordpress templates.

### Software

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Dreamweaver

Webflow

Invision

Sketch

Figma

Principle

GitHub

## EXPERIENCE

### Image Conscious Studios — Designer

Boston, MA | September 2019 – Present

Works with a close-knit team to create visual identities, branded assets, and websites for digital-first brands, primarily in the biotech industry. Highly experienced and confident in engaging with clients. Conducts competitive audits, and leads brand workshops to establish the foundation for new projects. Has built strong collaborative relationships with multi-year retainer clients, such as climatetech incubator Greentown Labs and biopharmaceutical company Elevation Oncology. Assisted in a long-term website refresh for Ginkgo Bioworks. Offers mentorship, feedback, and guidance to young designers in the agency's apprenticeship program. Outside of the typical designer tasks, has provided art direction and storyboarding for an animated explainer video for Sapient, scientific illustrations for Selecta Biosciences and others, and designed a 5-foot-tall neon sign for restaurant The Double Bull.

### Untitled Worldwide, LLC — Graphic Design Intern

New York City, NY | Summer 2019

Received firsthand experience working with high-profile clients at a marketing agency. Created pitch decks and strategy presentations for IBM and Spotify. Worked on competitor research and branding solutions for clients such as LG, Artistry, and PwC. Created color palettes for Spotify and American Society for Aesthetic Plastic Surgery. Designed print elements and brand guidelines for restaurant client Silver Lining Diner.

### Massachusetts College of Art and Design — Exhibition Design Intern

Boston, MA | Spring 2019

For an annual school writing exhibition, formatted student essays into posters according to design guidelines. Designed a unique promotional poster for the opening.

### Trader Joe's — Store Artist

Needham & Brookline, MA | March 2018 – May 2019

Tasked with creating in-store signage using hand lettering and original illustration. Expected to produce signs to drive customer enthusiasm and knowledge towards specific products, increase sales, and assist in store communication and wayfinding.

### Freelance — Graphic Designer

Boston, MA | 2010 – Present

Completed projects including logo design, album art, banner ads for social media, and apparel design. Past clients include Adira LLC, Tix Go, Blooming Hearts Roastery & Cafe, Caribbean Integration Community Development of Boston, and local musicians.