

CHELLY GUZMAN

VISUAL DESIGNER / CHELLYJOYDESIGNS@GMAIL.COM

INDUSTRY SKILLS

COMPUTER GRAPHICS
LAYOUT AND DESIGN
VISUAL PRESENTATION
STYLING
PHOTOGRAPHY
SPACE PLANNING
WINDOW INSTALLATION
CONCEPT DEVELOPMENT
MERCHANDISE SOURCING
FABRICATION

SOFTWARE

ADOBE PHOTOSHOP
ADOBE LIGHTROOM
ADOBE INDESIGN
ADOBE ILLUSTRATOR
SKETCH-UP
HEAVY M

ATTRIBUTES

BILINGUAL IN TAGALOG & ENGLISH
TEAM MANAGEMENT
DETAIL ORIENTED
COMMUNICATION
OPEN-MINDED
DEDICATED
ORGANIZED
OPTIMISTIC

EXPERIENCE

KUHL

SALES ASSOCIATE & GRAPHIC DESIGNER /

OCTOBER 2018 – PRESENT

- RETAINING SUPERIOR PRODUCT KNOWLEDGE TO INCREASE CUSTOMER ENGAGEMENT AND REACH ESTABLISHED SALE GOALS
- CONTRIBUTED TO SETTING THE HIGHEST CONVERSION (50%) OUT OF ALL KUHL STORES IN THE WEST COAST
- DESIGNING ATTENTIVE AND ON TREND POSTERS FOR IN STORE PROMOTION AND MARKETING INCLUDING THE SEATTLE AND UTAH LOCATIONS USING PHOTOSHOP, ILLUSTRATOR, AND INDESIGN
- SUCCESSFULLY MANAGING AND PLANNING IN-STORE EVENTS INCLUDING COLLABORATION WITH: EQUINOX, PUBLIC RECREATION, SUFFERFEST, AND HINT
- SET UP FIRST EVER KUHL POP-UP SHOP AT THE GUARDSMEN 2019 CHRISTMAS TREE LOT, GAINING NEW CLIENTS AND ELEVATING BRAND AWARENESS

FREELANCE

VISUAL DESIGNER / JUNE 2017 – PRESENT

- PRODUCING LOGOS TO ENHANCE BETTER BRAND IDENTITY FOR CLIENTS
- COMPUTER RENDERING ELEVATIONS INCLUDING INTERIOR AND EXTERIOR SPACES
- CREATING VISUAL POSTERS AND SIGNAGE FOR EVENT PROMOTIONS
- CONCEPTUAL PHOTOGRAPHY AND STYLING WITH A STRONG SENSE OF CONSISTENT NARRATIVES
- PHOTO RETOUCHING FOR PRODUCT MERCHANDISE

ARCADIUM (GENM)

DIGITAL MARKETING INTERN / AUGUST 2019 – NOVEMBER 2019

- INTERNSHIP ROLE IN THE ECOMMERCE POD BUSINESS PROVIDED BY GENM, BY REMOTE ONLY
- UTILIZED DESIGN PLACEMENT AND RESIZING PLATFORMS FOR PRODUCTS AND OPTIMIZING THEM FOR LISTING
- PLATFORMS INCLUDED, CANVA, BULKRESIZER, PLACEIT, AND ETSYRANK
- PRODUCTS WERE PUSHED TO ETSY

EDUCATION

FIDM / FASHION INSTITUTE OF DESIGN AND MERCHANDISING
SAN FRANCISCO, CA

ASSOCIATES OF ART DEGREE / VISUAL COMMUNICATION

BACHELORS DEGREE / DESIGN