



Chandler Chappell

FRONT-END DEVELOPER & DESIGNER

CONTACT

chvndler.ch@icloud.com

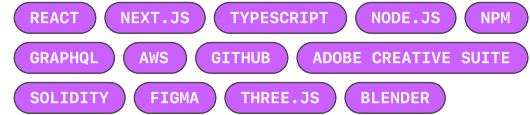
www.chvndler.ch/

336-244-8939

Introduction

Driven Creative Director and Multimedia Designer with demonstrated experience leading creative teams and design projects. Proven strengths in Film Production, Motion/Graphic design, and Web design. Proficient in a variety of web technologies, frameworks, and software languages (React.js, Next.js, Typescript, Node.js). Focused arts and design professional with a Bachelor's degree, in Sports Medicine and a minor in New Media and Design from The University of North Carolina at Greensboro.

Creative Stack



Experience

Lead Creative Director – ISI® Elite Training

NOVEMBER 2018 – NOVEMBER 2022

Directed creative teams on several design projects and national marketing campaigns within the Health and Wellness industry. Obtained a vast amount of business knowledge and played a key role in franchise growth.

- Succeeded in executing a clear brand identity and direction
- Delivered design systems, guidelines, and brand standards
- Developed the brand image and defined a clear brand voice
- Produced all video assets and advertising media
- Prepared all brand logos, and artwork
- Designed, developed, and maintained several web apps and domains
- Email campaign design
- Built professional relationships with franchise partners and owners
- Made critical technology decisions to scale
- Integrated CRM's, API's, and various marketing automations
- Technology partners include: MindBody®, MarianTek®, Zapier®, ADP®, Vercel & others

Video/Film Team Intern – Elevation Church

SEPTEMBER 2018 – NOVEMBER 2018

Worked closely with the well-known *Elevation Worship* team as a film intern. Collaborated with creative teams on numerous films, music videos, and motion design projects.

- Visual tour elements for *Elevation Worship*
- Music video editing
- Short film/Documentary editing

Owner & Director – ATLR® Design

MAY 2020 – PRESENT

ATLR® is an ever-expanding library of design components™

My goal with this project is to continuously provide *simple & performant* design assets, components, and resources to designers like myself, without following trends and industry noise.

- React UI Components
- Graphic Textures, Assets, Plug-ins and more
- Icon Libraries
- Color Systems
- Starter Projects
- Vector Assets
- Adobe® Extensions, Plugins, and Panels

Production Team – UNCG® Athletics

2015 – 2017

Worked alongside a team to produce live broadcasting experiences for all athletic teams at The University of North Carolina at Greensboro.

- Technical Directed (TD) live video productions
- Audio engineering
- Produced for ESPN3 for larger televised match-ups
- Lead Camera Operator
- Replay System Operator
- Broadcast Graphics Operator

Education

The University of North Carolina at Greensboro

2013 – 2017, GREENSBORO, NORTH CAROLINA

Bachelor's degree, in Sports Medicine
Minoring in New Media and Design

9+ Years of Design Experience

~ 2013 – PRESENT

Multidisciplinary designer.
Self taught.

- Software Developing (*React, Typescript, Next.js, css, js, Node.js*)
- UI Design (*Figma, CSS-in-JS, Styled Components*)
- Video editing & film production (*Premiere Pro, After Effects*)
- Graphic Design (*Photoshop, Figma, XD, Affinity 2*)
- Motion Design (*After Effects*)
- 3d Modeling (*Blender, Unity*)

Highlights

NCAA Division I Athlete – Men's Soccer

The University of North Carolina at Greensboro

2013 – 2017, GREENSBORO, NORTH CAROLINA

Southern Conference (SoCon)

U.S. Soccer Development Academy

2011 – 2013

NC Fusion Academy (*Greensboro, North Carolina*)

U16 – U18 Boy's Soccer Player

Olympic Development Program ODP

2009 – 2011

U.S. Youth Soccer Olympic Development Program

Player for South Region ODP

CONNECT

@chvndlerch

@chvndler.eth

@chvndler

@chvndler.eth

@chandler

@chvn

@chv.ndler



COPYRIGHT © 2022. ALL RIGHTS RESERVED