

Chelsea Borg

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EXPERIENCE

Image Conscious Studios — Designer

Boston, MA | September 2019 – Present

- Designs identity systems, branded assets, and websites, engaging clients with professionalism and confidence.
- Involved in every step of designing accessible, responsive UI for desktop and mobile, from wireframes to QA testing.
- Balances an average of 6 clients at a time, simultaneously delivering on long-term projects and quick-turnaround requests.
- Collaborates with UX strategists, art directors, creative directors, and web developers on all projects.
- Conducts competitive audits and analyses, 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, designing their logo, brand, and website, along with reports, booklets, posters, presentations, and sub-brands.
- Provided art direction and storyboarding for Sapient Bioanalytics's animated explainer video, as well as brand guidelines, motion-focused UI design, and slide decks.
- Creates scientific illustrations for clients including Ampersand Biomedicines, Selecta Biosciences, and Elevation Oncology.

Untitled Worldwide, LLC — Graphic Design Intern

New York City, NY | June 2019 – August 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.

Massachusetts College of Art and Design — Exhibition Design Intern

Boston, MA | March 2019 – April 2019

- For an annual school writing exhibition, created 23 large-scale posters for print production by typesetting student essays.
- Designed a unique poster to promote the opening, which was displayed around campus and online.

Trader Joe's — Store Artist

Needham & Brookline, MA | March 2018 – May 2019

- Created in-store signage, using hand lettering and illustration on large endcaps, promotional signage, and product labels.
- Expected to produce signs to drive customer enthusiasm and knowledge towards specific products, increase sales, and assist in store communication and wayfinding.

EDUCATION

Massachusetts College of Art and Design — BFA in Graphic Design

Boston, MA | 2014 – 2019

SKILLS

Brand and Web Design

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

Front-End Development

HTML, CSS, SCSS, JavaScript, and PHP. Coded portfolio website by hand, and wrote custom code for WordPress templates.

Software

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver), Figma, Sketch, Webflow, InVision, Microsoft Office Suite