

Chelsea Borg

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EXPERIENCE

Image Conscious Studios — Senior Designer
Designer
Junior Designer
Design Apprentice

Boston, MA | June 2024 – Present
October 2021 – June 2024
April 2020 – October 2021
September 2019 – April 2020

- Designed brand identities, logos, and guidelines for 11 new brands, and interactive user interfaces for 14 new websites.
- Executed strategic refreshes for 11 established companies, re-imagining their brands and revamping their websites.
- Led the brand refresh of pharma company IDRx in 2025, redesigning their pitch deck and website, resulting in IDRx being acquired by one of the largest pharma companies in the world, GSK, just 6 days after the launch of the new site. Due to the quality of work done for IDRx, GSK has approached the agency to work on additional brand materials.
- Fully rebranded tech incubator Greentown Labs in 2020, and continued to support their design needs over the next 3 years, designing their logo, brand, and website, along with reports, booklets, posters, presentations, and sub-brands, while Greentown raised an additional \$4.7 billion in funding and incubated over 200 new startups.
- As design lead, writes creative direction, provides guidance and feedback to junior designers, and presents to clients.
- Wrote new standards and processes for website QA, client workshops, and presentations that were adopted agency-wide.
- Balances an average of 4 clients at a time, simultaneously delivering on long-term projects and quick-turnaround requests.
- Collaborates with UX strategists, art directors, creative directors, account managers, and web developers on all projects.
- Conducts competitive audits and analyses, and leads brand workshops to establish the foundation for new projects.

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.

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.

Software

Figma, Adobe Creative Suite (AfterEffects, Photoshop, InDesign, Illustrator, Premiere Pro, Dimension), Webflow, Notion, Spline, Wordpress, Hive, Hubspot, Canva, PowerPoint, Sketch