

Chi Nwosu → Sr. Art Director

→ (317)529-6855

→ chinyerecnwosu@gmail.com

Hands-on Senior Art Director, innovative strategic thinker and collaborative manager with demonstrated expertise in translating business goals into exceptionally executed design.

Core competencies:

- Brand Identity Management
- Conceptual & Strategic Thinking
- Art & Layout Direction
- Photography
- Typography & Graphic Design
- Digital Content Design
- Adobe Creative Suite
- Social Media Content
- Pre & Post Production
- Creative Team Leadership
- Creative Problem Solving
- Client Relations
- Project Management
- Standards Documentation
- Excellent Presentation Skills

Professional experience:

Art Director at Walgreens, Chicago, IL — 2018-present

Delivered compelling creative strategies, inspiring leadership and channel expertise guiding the successful execution and management of projects across digital content.

- Excelled at presenting and selling creative ideas to marketing and merchandising executives.
- Championed collaboration as a creative team leader; motivating, monitoring and evaluating quality of work and providing insight and advice to take creative projects to the next level.
- Led creative development for digital campaigns across retail, pharmacy and brand initiatives including Covid-19 response, myWalgreens and Walgreens Pickup that impacted over 30 million global consumers.
- Hands-on development of mass personalization and segmentation creative strategy and design.

Sr. Graphic Designer at Walgreens, Chicago, IL — 2017-2018

Played a key role in the launch and activation of Walgreens loyalty programs across landing pages, email, paid media, social media, eCommerce and video content.

- Presented creative strategy decks to merchandising teams, analysts, and executive leadership for buy-in new technologies and seasonal activations.
- Developed seasonal campaigns from conception; including product curation, custom photoshoots, content creation and supervision of contractors.

Freelance Direction and Design, Various Clients, Chicago, IL — 2011-present

Solid success directing and implementing a broad range of design projects with a focus on brand storytelling including development of new business pitch decks, brand style guides, brand identity development, social content creation, product design and marketing activations.

- Clients include: Design Public Group, Claire's, Ecoco, Brady Games, Delta Faucet Company, National Restaurant Association, Chicago Hospitality Accountable Actions Database, Chicago Youth Programs, Humboldt House, Half Acre Beer Company

Sr. Graphic Designer at FTD, Chicago, IL — 2014-2017

Education

Indiana University, Bloomington, IN
BA, Human Biology
Focus: Human Health & Disease

Continuing Education

- Nonviolent Communication Certification, 2020-2021
- Moodelier The Creative Course, 2020-2021



Thank you!

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