

CHELSEA GEORGE

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chelseagdesign.com

EXPERIENCE

Satellite Studio (Lunar Solar Group)

FEB 2022 - JUNE 2023

lunarsolargroup.com @satellitestudio

Salt Lake City UT / New York NY

Art Director, Photo and Video (full-time)

JOB DESCRIPTION

Develop and execute all creative direction and art direction for clients.

Understand the visual and creative needs and goals of the client or project.

Pre-production: mood boarding, set design, prop sourcing, model selection, wardrobe and HMU considerations, assisting with creation of shot list to be approved by Creative Director and Client.

On-set attention to brand guidelines, guardrails, and stylistic decision-making; wardrobe styling, stagings, prop selection, and food styling.

Client communication throughout various stages of a project.

Staying informed of new developments in styling and industry trends.

Consistently deliver content that fulfills the needs/goals of client or ads team.

BGZ Brands - MOXYO

NOV 2019 - FEB 2022

moxyo.com @moxyo

Lehi UT

Art Director (full-time)

JOB DESCRIPTION

Develop and execute all creative direction, art direction, and digital design for the MOXYO brand.

Execute and produce pre-production for all campaigns which includes: mood boarding, shot lists, set design, prop sourcing, model selection, location selection, wardrobe styling/sourcing, and hiring/coordinator of HMU and models.

Design and execute all post-production which includes: social media content, mobile and desktop site experiences, e-commerce, marketing, e-mail communications, and retail packaging.

Collaborate with the eComm team to plan and structure the paid social media and digital creative needs to hit business objectives.

EDUCATION

Graduate of BYU-Idaho

Bachelors Degree in Art

Emphasis in Graphic Design & Interior Design

SKILLS

Adobe Suite, Creative Direction, Creative Concepting, Creative Execution, Art Direction, Branding, Graphic Design, Digital Campaigns, Prop and Wardrobe Styling.