

LURAE CHESBROUGH

Freelance Art Director

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123 Main St, Wilmington, DE 19801



PROFILE

A dynamic Freelance Art Director with 5 years of experience in creating visually compelling designs and brand identities across various platforms. Expert in collaborating with clients, managing projects from concept to completion, and skillfully combining creativity and strategic thinking to deliver high-impact visual solutions. Proficient in the latest design software and technologies, with a strong background in print, digital, and social media campaigns. Demonstrates excellent communication and leadership skills to guide diverse teams and exceed client expectations.

LINKS

[linkedin.com/in/luraechesbrough](https://www.linkedin.com/in/luraechesbrough)

SKILLS

Photoshop

InDesign

Illustrator

SketchUp

Procreate

AfterEffects

Figma

LANGUAGES

English

Spanish

EMPLOYMENT HISTORY

Freelance Art Director at Delaware Creative Studio, DE

Apr 2023 - Present

- Successfully rebranded a local business, increasing its foot traffic by 25% and leading to a 15% increase in overall revenue within the first six months after implementation.
- Developed and executed a comprehensive social media marketing campaign for a regional nonprofit organization, resulting in a 40% increase in online engagement and a 20% increase in donations within three months.
- Managed and directed a team of 10 designers and marketers on a large-scale advertising campaign for a national client, delivering the project on time and under budget, while increasing the client's brand visibility by 30%.
- Redesigned the visual identity and website for a small e-commerce company, leading to a 35% increase in online sales and a 50% reduction in bounce rate within the first four months after launch.

Freelance Junior Art Director at DE Art & Design, DE

Aug 2018 - Feb 2023

- Successfully completed a branding project for a major client, resulting in a 30% increase in their brand recognition and a 20% increase in their overall sales within six months.
- Developed and executed a creative social media campaign for a local business that led to a 25% growth in their online following and a 15% increase in customer engagement within three months.
- Led the design team for the creation of a new product packaging design for a leading consumer goods company, which received positive feedback from 90% of surveyed customers and contributed to a 10% increase in product sales within the first quarter of its launch.

EDUCATION

Bachelor of Fine Arts in Graphic Design at University of Delaware, Newark, DE

Aug 2014 - May 2018

Relevant Coursework: Typography, Illustration, Branding and Identity, Web Design, UX/UI Design, Motion Graphics, Photography, Packaging Design, Printmaking, and Art History.

CERTIFICATES

Adobe Certified Expert (ACE) in Design Tools

Dec 2021