

# CHALSEY — FALK

## EMAIL

chalsmfalk@gmail.com

## SOCIAL

@chalsmfalk

## WEBSITE

chalseyfalk.com

## PHONE

+1 701 261 8624

## RECOGNITION

Adobe XD Creative Jam Participant '18  
AIGA Design Show '16  
CBS Employee of the Month June '15  
Poster Heroes 3 in Italy '15  
Student Web Awards, UX Design '15  
Best of Design at UW-Stout '12, '14, '15

## AIGA

AIGA Member '11–∞  
Director of Membership @ CA '18  
Y-Conference @ CA '17–'18  
Portfolio 1-on-1 @ MN '17  
Design For Good @ MN '16–'17  
Membership @ MN '16–'17  
President @ UW-Stout '13–'14

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
HTML / CSS Language  
Adobe InDesign  
Adobe Lightroom  
Adobe After Effects  
Adobe Premiere Pro  
Nikon / Canon Cameras  
Spanish Language  
Basecamp Project Management  
Wrike Project Management

## EDUCATION

BFA in Graphic Design &  
Interactive Media Spanish Minor  
University of Wisconsin-Stout

## INTERNATIONAL

Universidad Pablo de Olavide  
@ Seville, Spain  
Dutch Contemporary Design  
@ Holland & Belgium

## GRAPHIC DESIGNER @ YOUNGEVITY INTERNATIONAL

*San Diego, CA: June '17–Current*

Branded unification and management of 100+ wellness products across 7 verticals. Art direction and design of B2C product packaging, UX/UI responsive landing pages and multi-channel marketing campaigns. Office dogs 🐕

## DIRECTOR OF MEMBERSHIP @ AIGA

*San Diego, CA: March '18–Current*

Volunteering alongside industry leaders to empower and engage the San Diego creative community. Creating programming, establishing partnerships and fulfilling chapter membership goals. Change makers 🌈

## GRAPHIC DESIGNER @ CBS CORPORATION

*Minneapolis, MN: April '16–June '17*

Elevation of 100+ national and local businesses through art direction and design of multi-channel advertising campaigns. In-house design for local events and campaigns including top concerts, the MN State Fair, and Super Bowl '18. Bike commuting 🚲

## DESIGN TEAM LEAD, WEB DESIGNER & PHOTOGRAPHER @ UW-STOUT STUDENT CENTER

*Menomonie, WI: January '14–December '15*

Leadership through campaign branding and art direction. UX / UI design and development. Standardizing office practices. Office bonding & over-sharing 🍷👯

## WEBSITE & PHOTOGRAPHY INSTRUCTOR @ ID TECH

*St. Paul, MN: May '14–August '14*

Instructed, designed and adapted results-driven curriculum for ages 9–17. Gained professional nerd status and founded my inner sloth spirit animal 🦥