

Renee Cheema

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Creative Director who combines strategic brand vision with hands-on coding ability, bringing genuine passion and relentless attention to detail from concept through final build.

EXPERIENCE

Independent Creative Studio | Chicago, IL

Creative Director | 2024 – Present

- Direct end-to-end digital creative strategy and brand identity development for small business clients, from initial concept through final execution
- Build websites designed for longevity, empowering small business owners to confidently manage and update their own sites long after launch
- Guide social media strategy to help clients build recognition and traction within their local markets

Manifest (formerly Aisle Rocket Studios) | Chicago, IL

Associate Creative Director | 2021 – 2024

- Led a cross-functional team of designers, copywriters, developers, and QA specialists in planning and executing year-round digital campaigns for Fortune 500 clients
- Developed and refined overarching creative strategy for high-impact digital campaigns, maintaining brand integrity across all client-facing content
- Presented creative concepts and campaign ideas to clients, refining direction based on feedback to ensure alignment with brand and business goals
- Designed retail packaging and point-of-purchase displays for big box stores

Utica National Insurance Group | Chicago, IL | 2009 – 2021

Creative Director | 2020 – 2021

- Created wireframes and prototypes to establish artistic direction by business segment for print, web, email marketing, digital publications, and event experiential design
- Built responsive interfaces for web and digital platforms
- Directed application testing to ensure adherence to functional and quality requirements

Art Director | 2009 – 2020

- Executed UX design based on consumer data profiling, usability, and web analytics
- Handled UX design and testing for proprietary rating software that calculates auto and liability insurance policy pricing
- Established logos and brand identities for independent agents

Upshot | Chicago, IL

Designer | 2007 – 2008

- Designed promotional print materials, preparing keylined digital files to meet precise print production specifications
- Navigated highly restrictive brand guidelines for a major entertainment client, finding creative solutions within tightly defined visual parameters

SKILLS

Technical: HTML, CSS, Adobe Creative Suite, Figma, AEM, WordPress, Contentful, Jira, Asana

Strategic: Creative Direction, Brand Identity, Web Design and Authoring, UX Design, Social Media Strategy

LEADERSHIP

Fundraising Director | Brook Park Council Executive Board, 2024 – Present

Program Director, Sideline | Jr Bulldogs Football & Cheer, 2025 – Present

EDUCATION

Purdue University — BA, Visual Communications Design (2007)