

Chelsi Architzel

Creative Lead • Brand Designer • Art Direction & Campaign Systems

Charlotte, NC • chelsi@chelsiarchitzel.com • www.chelsiarchitzel.com • (804) 714-9677

OVERVIEW

Creative Lead and Brand Designer with a proven track record of enhancing visual identity, leading creative teams, and delivering impactful campaigns. Merges concept development, design expertise, and effective leadership to create work that resonates and enhances brand equity. Skilled in AI, detail-oriented, and adept at transitioning seamlessly from ideation to polished execution.

EXPERIENCE

Premier Yarns

Creative Marketing Manager January 2025 – October 2025

Oversaw end-to-end brand creative for a national retail brand, directing visual identity, integrated campaigns, packaging systems, and experiential activations. Functioned as the primary creative lead for cross-functional teams spanning marketing, product, leadership, and a national creator community.

- Developed and maintained the brand's visual system, including typography, color, layout structure, photography standards, and packaging hierarchy across retail, digital, and community channels.
- Led concepting and execution for major campaigns, including a limited-edition promotion generating six-figure revenue in under 48 hours and increasing repeat-purchase rate by 30%.
- Directed creative for large-scale experiential moments, including a 300-creator summit installation supported by a sculptural 6-ft crocheted centerpiece and a fully branded merchandise suite.
- Designed and produced high-craft assets across illustration, product photography, motion-adjacent concepts, retail displays, influencer kits, and evergreen brand templates.
- Provided creative leadership and mentorship to a Social Media Coordinator, establishing critique processes, brand standards, and systems that tripled weekly content production.
- Integrated AI throughout the creative workflow to expand conceptual range, accelerate iteration, and improve asset development speed without compromising craft.

Graphic Designer (Brand, Packaging, Digital) January 2024 – January 2025

- Designed packaging for nationwide retail distribution, with strong attention to hierarchy, clarity, and customer experience.
- Built multi-channel creative for product launches and seasonal campaigns, maintaining consistency across email, social, OOH, and retail assets.
- Produced brochures, trade show displays, and in-store signage that strengthened visual recognition and product understanding.

EXPERIENCE

Resident Culture Brewing Company

Marketing Designer January 2020 – January 2024

Created brand identities, product packaging, event campaigns, menus, posters, social assets, and merchandise for a fast-growing brewery known for bold, culture-driven visual expression.

- Developed distinctive packaging and campaign creative for seasonal releases and taproom events, blending illustration, photography, and storytelling.
- Partnered with marketing, sales, and production to translate concepts across physical and digital experiences with consistency and craft.

Shift Lead Bartender October 2019 – August 2023

- Led shifts in a high-volume brewery, managing bar flow, cash handling, and opening/closing procedures while keeping operations smooth and efficient.
- Trained staff and elevated guest experience by recommending pairings, crafting specialty drinks, and maintaining a welcoming, fast-paced service environment.

SKILLS

Brand Identity • Art Direction • Campaign Concepting • Typography • Color Systems • Layout & Composition
• Packaging Design • Photography Direction • Visual Systems • Experiential Design • Motion Concepts
Creative Direction • Team Mentorship • Stakeholder Presentation • Cross-Functional Collaboration • Creative Workshops • Critique & Alignment

TOOLS

- | | |
|--------------------------|---|
| • ChatGPT | • Klaviyo |
| • Perplexity | • Similarweb |
| • Claude | • Adobe Creative Suite (InDesign, Photoshop, Illustrator) |
| • Midjourney, Sora | • Canva |
| • Google Analytics (GA4) | • Webflow, Framer, Miro, Wix (UI/UX, prototyping, etc.) |
| • Meta Ads Manager | • Notion, Asana, Monday, Clickup (project management, etc.) |
| • Shopify | |