

CHELSEA WALDROP

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CHELSEAWALDROP.COM

CHELSEAWALDROP.DESIGN@GMAIL.COM

Adobe Illustrator

Photoshop

InDesign

Monday.com

Auto Cad + Naxos OS

Microsoft Excel

Social Media Management

Project Management

SEO Strategies

Color Development

Typography

Space Planning

Product R + D

Budgeting

Organization

Print + Digital Design

Creative Thinking

Market Research

Oral + Written Communication

Web Design

education

HARRINGTON COLLEGE OF DESIGN
Bachelor of Science Interior Design
Chicago, IL

TEXAS STATE TECHNICAL COLLEGE
AAS Graphic Design
AAS Computer Aided Drafting
Sweetwater, TX

experience

SENIOR GRAPHIC DESIGNER/NEWMARK/2023-present

Design and oversee the development of premium marketing assets in a creative commercial real estate setting, from client presentations and mapping to brochures, flyers, and offering memorandums. Drive the development and execution of integrated marketing campaigns for commercial real estate projects, ensuring strategic alignment with business objectives and brand guidelines. Maintain and advance the company's brand identity across all marketing channels, ensuring consistent messaging and high-quality standards. Develop high-impact marketing materials with Adobe Creative Suite to drive leasing and sales, including brochures, presentations, proposals, and ads.

SENIOR CMF DESIGNER/AERISTO/2021-2023

Led the development of design strategies into luxury leather products, with a strong emphasis on color, material, design, and finish curation. Researched evolving trends in lifestyle, materials, and technology across fashion, private aviation, yachting, and high-end hospitality to inform brand-aligned creative direction. Collaborated with premier European tanneries to develop exclusive leather colors and bespoke patterns, reinforcing brand differentiation. Directed the Art Department and Marketing team, overseeing all creative output from concept through execution. Managed the sample library and color archive to ensure precision and consistency across brand touch points. As a CMF designer, collaborated closely with product and industrial designers to develop cohesive color, material, and finish strategies—while aligning creative choices with project budgets and manufacturing constraints.

GRAPHIC DESIGNER/IDEAS DESIGN/2017-2021

Oversaw all marketing design projects from concept through completion, ensuring creative excellence and on-time delivery. Created original artwork and provided art direction and feedback to junior designers. Led a multidisciplinary design team through end-to-end creative processes across a wide range of industries. Designed for both digital and print platforms, including websites, magazine ads, digital campaigns, and billboards. Produced sports marketing assets such as player cards, matchday graphics, and branded apparel. Developed and executed social media content strategies to drive engagement and brand consistency.

FOUNDER + OWNER/DELICIOUS CAFE/2008-2011

Launched and operated a successful vegan café, overseeing all aspects of business operations—including hiring, staff training, customer experience, marketing, purchasing, payroll, branding, menu development, and vendor relations. Led creative direction and day-to-day management to deliver a standout plant-based dining experience. Recognized by VegNews Magazine as one of the Top Vegan Destination Spots in the U.S. and featured in two issues for excellence in concept and execution. Successfully sold the business in 2011.