



# Portfolio

**Chelsey Scott**

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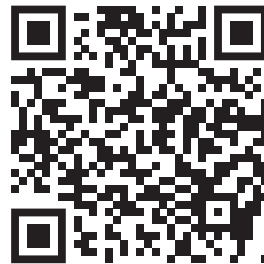
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\*Servings showcased are a small sampling from 15+ years of design experience. Additional Servings may be provided based on your design needs.



[chelseyscottportfolio.com](http://chelseyscottportfolio.com)

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# Chelsey Scott

[www.chelseyscottportfolio.com](http://www.chelseyscottportfolio.com)  
[www.linkedin.com/in/artofchelsey](http://www.linkedin.com/in/artofchelsey)  
[www.artadditive.com](http://www.artadditive.com)



## It is nice to meet you!

As a Senior Graphic Designer, I have dedicated my career in managing small to large-scale art design projects (illustration, surface design for retail products, marketing collateral, street art, realism). I also have a great amount of experience with designing and building websites and social media marketing pieces. The bulk of my experience is in product design and development, working directly with high-end customers to design unique, retail images.

### My career has included design for:

- Social Media
- Digital and Print Advertisements
- Catalogs
- Websites
- Business Cards
- Brand Development
- Logos
- Packaging
- Photo Editing
- GIF Animation
- Video Editing

### In all of my roles, I have also brought the following attributes:

- The ability to correspond and interact closely with teams, departments, and 3rd party vendors to design graphics, illustrations, videos, and photography that align with brand standards and expectations.
- Thrive in fast-paced environments with tight deadlines and time frames, working quickly without compromising accuracy or quality.
- Defuse stressful situations by working through issues to provide quick and positive resolution.
- Present visual concepts to executives, providing detailed explanation and expertise to influence strategic and timely decisions.
- Expertise in communicating cross-functionally to manage projects; ensure adherence to schedules and deadlines and accuracy and quality of work by meeting regularly and providing clear direction and guidance.

I enjoy making new connections for the possibility of future opportunities and to network.

I'd love to connect. Reach out to me at [artadditive@gmail.com](mailto:artadditive@gmail.com). I look forward to meeting you!



**ad.di.tive**

*noun*

a substance added to something in small quantities to improve it.

# Catalog Design



## Introduction

Fan Creations is a B2B & B2C retailer that produces décor featuring several brands, licenses & products.



## Challenge

With the variety of product the company carries it can be hard for customer to find what they need.



## Solution

Create a catalog layout that separates product categories and licenses, showcasing style & functionality.



## Benefit

A cohesive & well organized catalog results in more sales & a better understand of what the company has to offer.



## Result

Company sales increased immediately in the first quarter and employee knowledge and quality control also improved as staff had better access to product mock-ups.



# Brand Development & Design



## Introduction

AK Pressure Pros in a new business in need of everything from logo design to marketing materials.



## Challenge

The client had no direction or knowledge of what they wanted their brand to be, they just wanted something clean & fresh.



## Solution

Created logo's & a color palette for the client to choose from before building the rest of the brand guide.



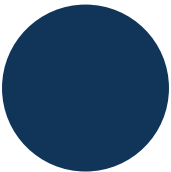
## Benefit

The client is able to start their business with everything in place, building trust & a reliable brand with a cohesive style.

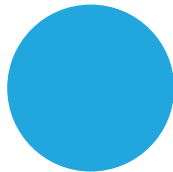


## Result

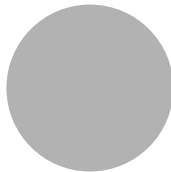
The company was able to start word of mouth advertising immediately and started gaining a client base after launching. It is projected by the end of the year the company will have grown to needing additional services like social media & a website presence.



#103558



#22a7df



#b4b4b4



**Montserrat Bold**

Montserrat Regular

Montserrat Thin



# Exclusive Product Collections



## Introduction

Fan Creations got a retail opportunity with Home Goods to expand their product offerings in store.



## Challenge

A leader in the licensee space, Fan Creations did not have a strong selection of non-licensed décor.



## Solution

Analyzed the current trends & offerings to develop a brand new line of décor to show off to new buyers.



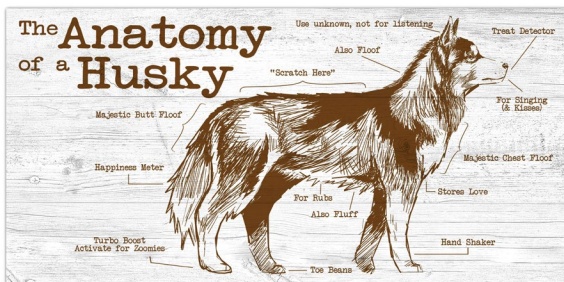
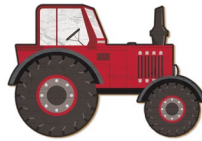
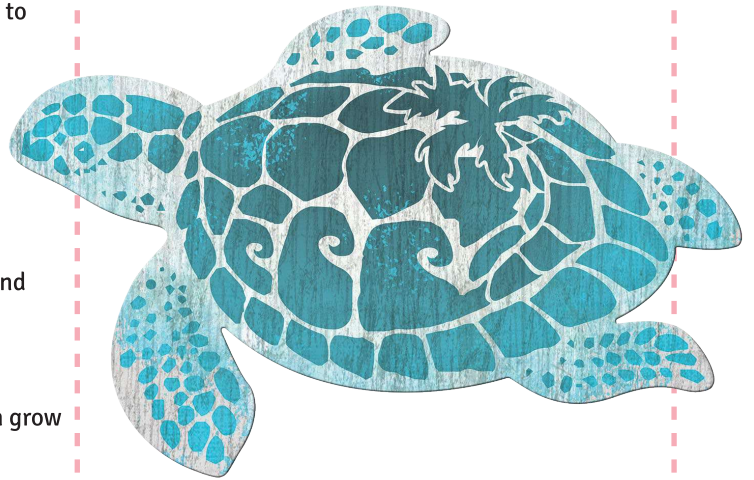
## Benefit

By developing more product selections the company can grow and sell products without having royalty rates.

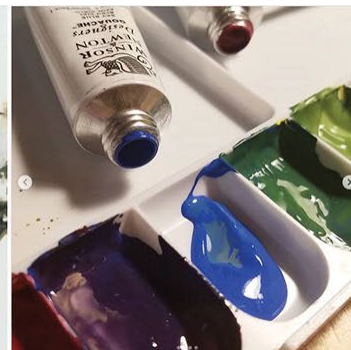


## Result

In addition to the target customer of Home Goods purchasing the requested items created for this collection, additional collections for Pride, Graduation, Pets, Cabin & more were developed & sold to similar retailers like Hobby Lobby, Ross, Target & Bealls.



Original art is often created alongside stock assets to create unique product offerings.



# Printing Efficiency & Product Design



## Introduction

Fan Creations needed to develop a new helmet design to appeal to a more modern audience.



## Challenge

Official artwork did not exist for a realistic styled helmet & they were unsure of how to print efficiently.



## Solution

Create a design that could easily be modified, pass licensing standards & quickly print on demand with no MOQ.



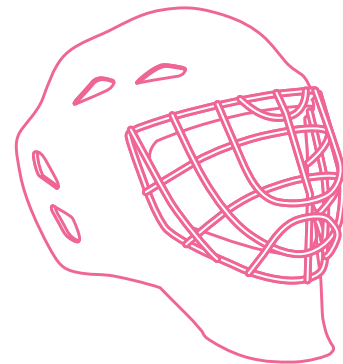
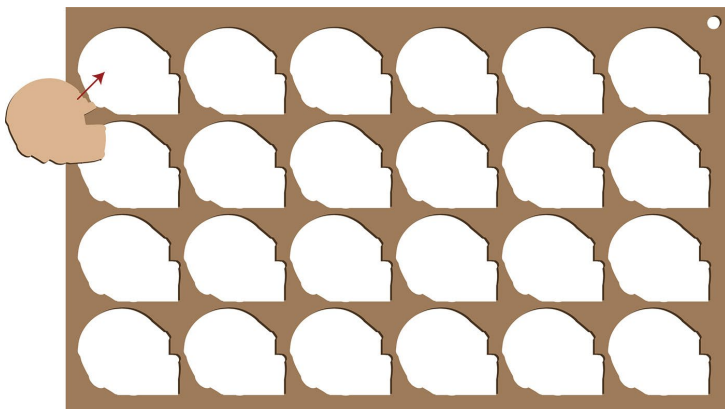
## Benefit

This product has a simple build to allow it to quickly be changed between teams & print a variety of images at once.



## Result

This original build was such a high seller that it started being offered in additional sizes & expanded to other leagues.



One of the projects I was tasked with was the design & development of a helmet that both matched NFL brand standards & appealed to a more modern audience (the company's previous helmet was a more flat vintage stylization). As the leagues (NFL/NCAA/NHL/MLB) do not supply this type of artwork I had to create it based on an assortment of real helmets for reference. The original build was first created in Illustrator, then brought into Photoshop to add dimension with shadows. The biggest challenge was not just the creation of the helmet, but making it so it could be duplicated across 96 teams relatively easily.

This was not only done by assembling each layer carefully to direct the team of designers what stayed consistent and what changed, but also developed so the same design could be resampled at various production sizes. Currently, this piece of wall art is offered at 24in, 12in & as a 4in ornament.

In addition to the designs, a unique print build & template was created so that multiple teams could be printed on the wood parts all at once in any assortment – this allowed for quicker production to meet dropship demands.

# Photo Collaging



## Introduction

The Highland Mint is a sports memorabilia company who focuses heavily on commemorative photo driven products.



## Challenge

Achievements & news-worthy moments in sports are not something you can predict so deadlines are tight.



## Solution

Developed concept builds ahead of time & replace key data & images after the event has occurred.



## Benefit

The company is able to provide concept renderings to secure sales ahead of time.

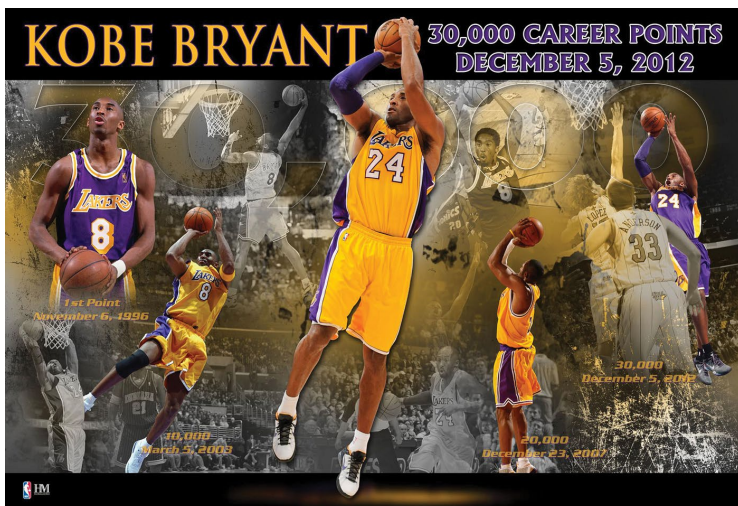


## Result

Products are able to quickly get developed and online for retail purchase direct to consumers within hours of an event taking place.



After working in at a sports memorabilia company for over 11 years there is no telling how many products, collages, and images I have created in Adobe Photosio using Getty & AP Images. I would say easily over 100 items a month, and that is far to many to share on this portfolio so these are a selection of some of my favorites





# licensee Consistency



## Introduction

Fan Creations large assortment of designs were outdated & did not meet current brand standards.



## Challenge

Artwork in older products was often discolored, skewed & dated.



## Solution

Refresh the look of top selling designs to appeal to younger audiences & comply with brand identities.



## Benefit

By adjusting designs to the new target audience & cleaner aesthetic it has a larger mass appeal.



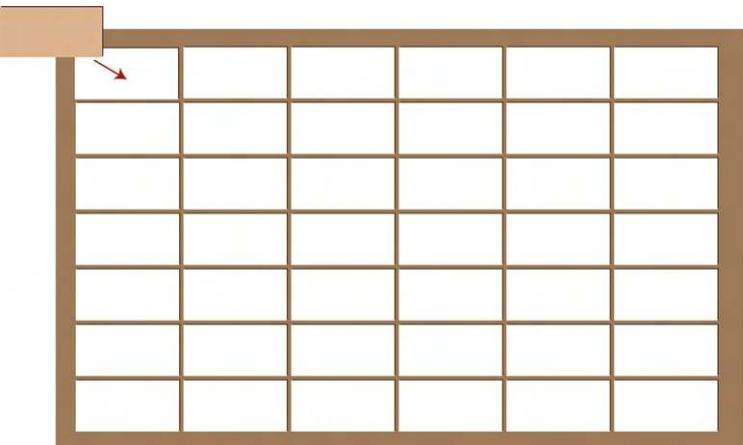
## Result

With a cleaner & more accurate look sales grew. Approvals within league QC increased which resulted in exclusive sales opportunities with teams. In addition, mass retailers started placing reorders after a positive reception by consumers.

New



Old



Developing a variety of designs is the first step, the second being a sustainable method to efficiently produce each of these 27,000 designs. Products are already grouped by shape, so for example, we have 20 different 6x12 styles, which results in 5,400 products. With orders coming in from various retailers (both wholesale & direct to consumer). I established a standardized method for laying out the designs and a template to array them for easy loading & production.

# Super Bowl Flip Coin



## Introduction

The Highland Mint produces the coin flipped at the Super Bowl for the last 25+ years.



## Challenge

The coin was being sent to space in Nov. 2009 and Super Bowl teams wouldn't be known till 2010.



## Solution

Create a blank design to send to space so that the teams could be added upon return.



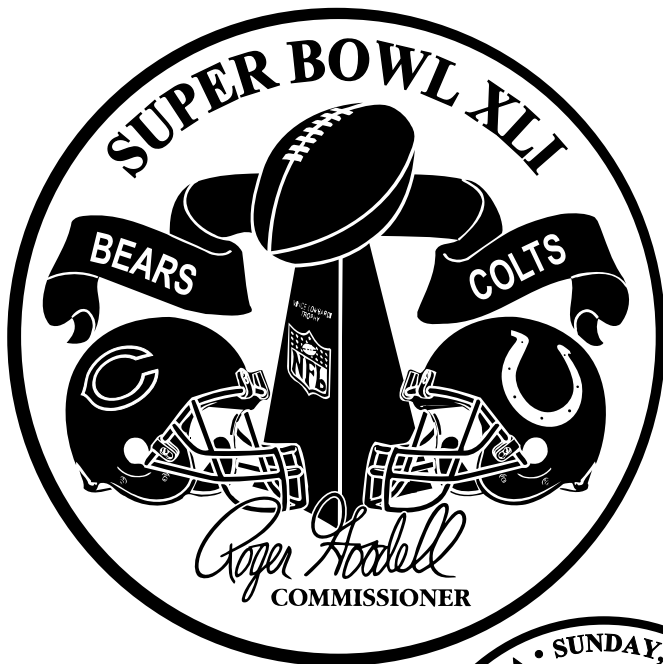
## Benefit

While the coin is typically hand sculpted, this process allowed the coin to still fly while later being modified with the teams.



## Result

The flight & post flight minting was a success. The Highland Mint produced 10,000 duplicates of the coin that were presented to officials and the players, then offered to the public for sale.



Super Bowl flip coin, as flown, prior to having the Indianapolis Colts and New Orleans Saints logos added. (NASA)



Video still showing Leland Melvin, flanked by Jeff Williams and Charlie Hobaugh, tossing the Super Bowl coin in space. (NASA)

Source:  
<http://www.collectspace.com/news/news-020510a.html>  
<https://www.space.com/7881-super-bowl-start-hinges-space-coin-flip.html>

# Disney Train Minting



## Introduction

The Highland Mint wanted to produce golden “Tickets” for Disney’s anniversary featuring their train stations.



## Challenge

The minting process has certain tolerances that make replicating 2D images challenging.



## Solution

After defining the tolerances on what was possible, each station was created in vector artwork to be minted.



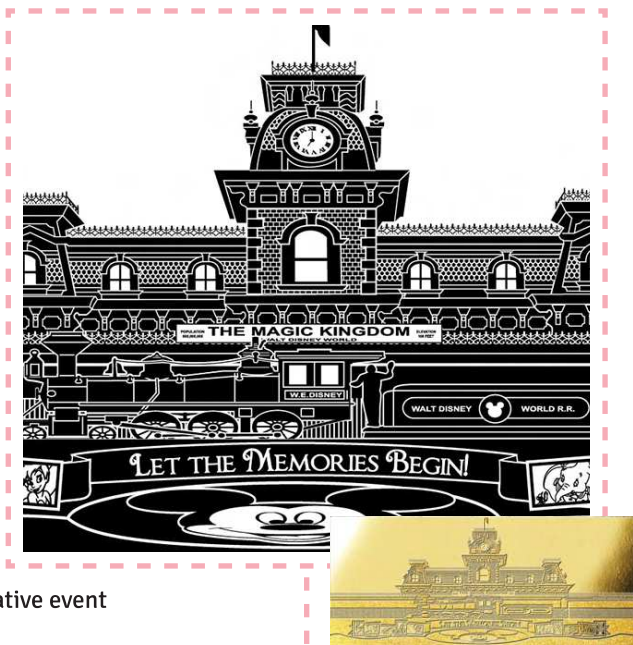
## Benefit

Time & money were both saved by having this be done in 2D vector instead of a 3D sculpt.

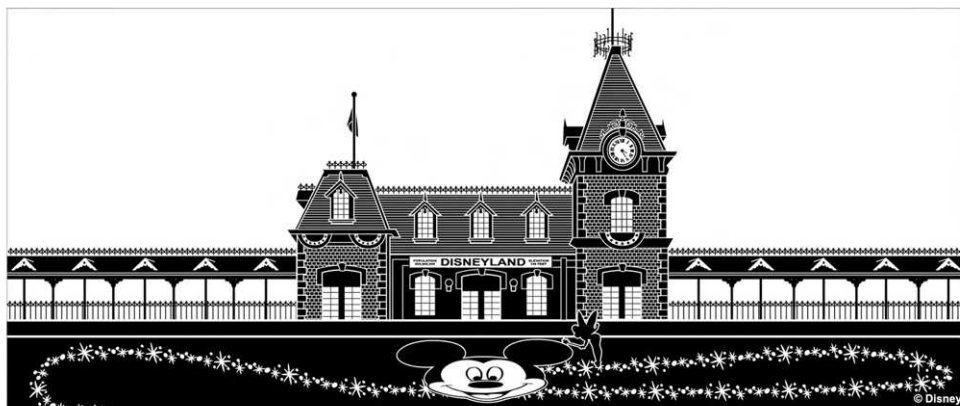


## Result

Transportation tickets were minted in time for the commemorative event and more requests for 2D builds resulted



- \_\_\_\_\_ .15 lines create small dents, perfect for brick details
- \_\_\_\_\_ .25 lines are the minimum for something to be “up” on the design
- \_\_\_\_\_ .35 lines are the minimum for something to be “down” on the design



Vector Illustrations created of Magic Kingdom and Disneyland Railroad stations for the 2D minting process.



# Illustrated Children's Book



## Introduction

A picture book written by Benny Jahn. Each page is filled with different scenarios & elements that make you sneeze.



## Challenge

This was going to be a self published book so the timeline & budget was short.



## Solution

A simple illustration style was used so that elements could be repeated & easily manipulated.



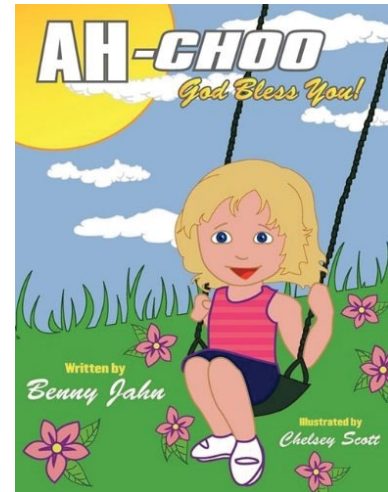
## Benefit

Each page offered a dynamic scene to match the rhyming stanza's on each page.



## Result

It was Published by Dog Ear Publishing, LLC in 2009 and included 24 pages of illustration. Parents & children enjoyed reading this book and Jordan's journey throughout the pages.



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**Ah-Choo - God Bless You**  
by Benny Jahn, Chelsey Scott (Illustrator)

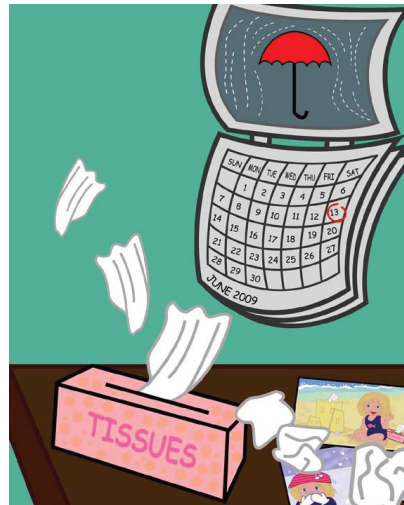
Overview - Ah-CHOO - God Bless You. It is an attention getting picture book for preschool children. Each page is filled with different scenarios and elements that might make you sneeze. This beautifully illustrated story is based on my 2 1/2 year old daughter, Jordan. Children will look, listen and learn with anticipation as to what the next page has to offer. Parents will enjoy reading this book with enthusiasm, bringing each stanza to life. Ah-CHOO is also a great starter book for those... [View more details below](#)

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Usually ships within 24 hours - Same Day delivery in Manhattan, NY only  
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Note: Kobo! Club Eligible. [See More Details](#)



# Social Media Content Creation



## Introduction

Limestone Person Training wanted to revive their social media presence & attract new clients.



## Challenge

No assets existed for new content creation.



## Solution

A series of posts & templates were set up in addition to a photography session to capture new assets.



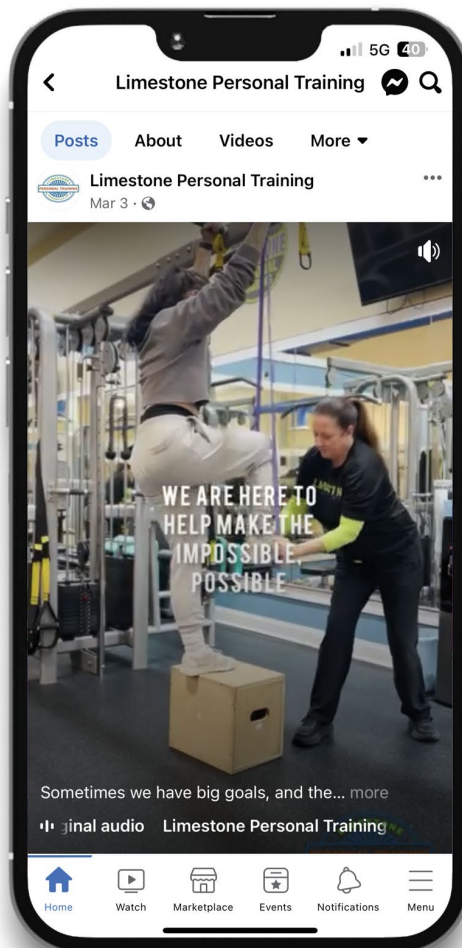
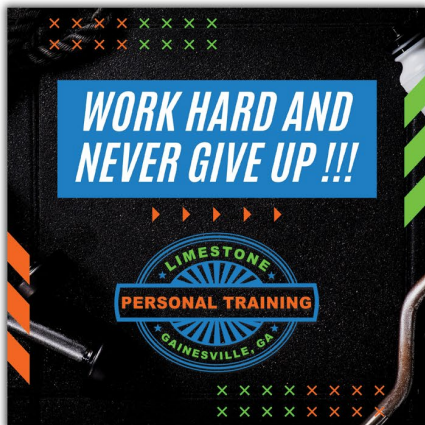
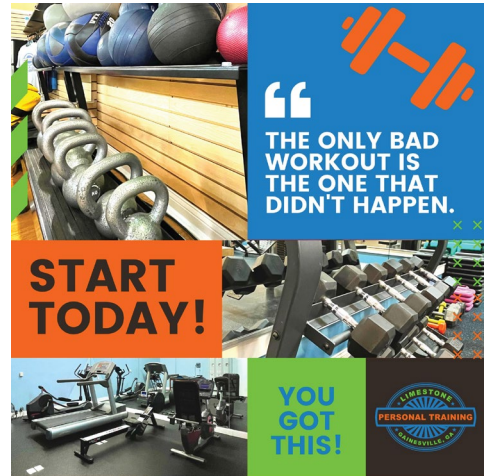
## Benefit

Evergreen content was developed that could be recycled in different ways across different platforms.



## Result

The gym started getting new clients as well as an increase in social media engagement, including: shares, comments & views.



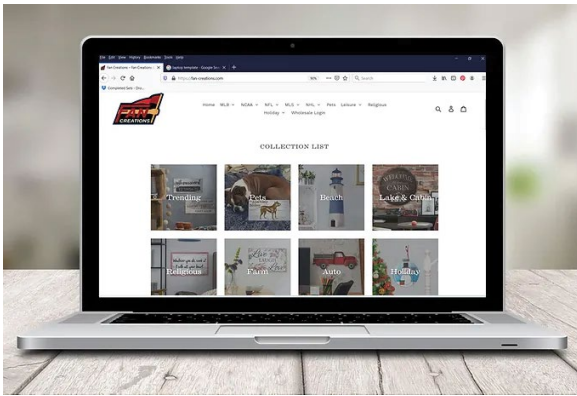
# Website Builds

During my agency tenure, I designed websites for legal, healthcare, finance, and small business sectors. Utilizing Illustrator, I collaborated with writers and developers in WordPress, prioritizing functionality and UI/UX. Unfortunately, due to NDA constraints, I can't showcase most of my work created during this time.

I've also created websites independently, primarily on Shopify and Wix, emphasizing user experience and brand integrity. While visual editing was prevalent, HTML knowledge was also crucial for specific sections and Shopify's unique coding for setup alterations.

In the realm of social media, I've established platforms and participated in diverse campaigns as an influencer. My TikTok presence boasts 30K+ followers, with collaboration on Victrola's Canvas Creations campaign & I also serve as an ambassador for Quarto Books. In 2015, I joined a small NASA Social Group, gaining exclusive access to the Kennedy Space Center during the Cygnus launch. I chronicled the behind-the-scenes experience to engage a wider audience.

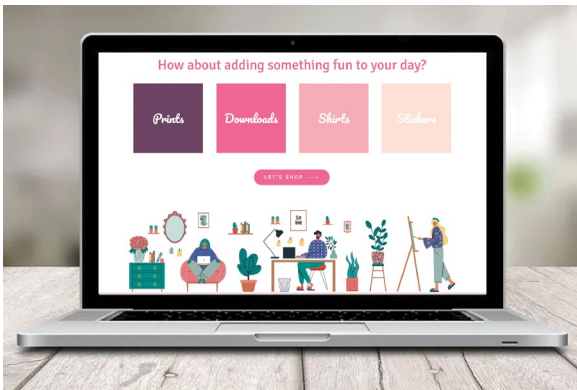
These experiences offer a glimpse into my website design and social media engagement expertise. I thrive on pushing boundaries, learning new technology and delivering impactful results.



## Fan Creations

[www.fan-creations.com](http://www.fan-creations.com)

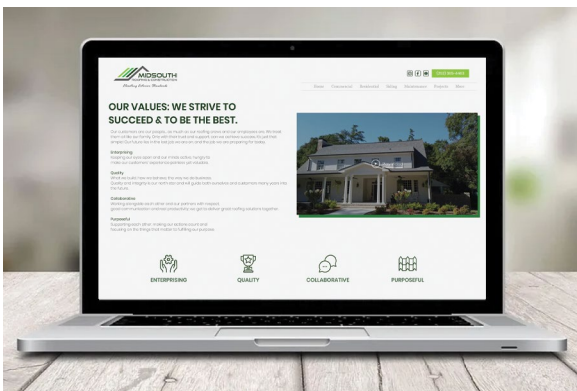
This website was built within Shopify. The prior site was not only outdated but was paying for unnecessary plugins each month. I removed everything and rebuilt it to have improved functionality and a better user experience. The bulk of the companies catalog is now online for sale – including the addition of a separate wholesale purchasing portal. With it's nicer formatting clients now feel like they are visiting a site they can trust from an established brand.



## Art Additive

[www.artadditive.com](http://www.artadditive.com)

This website was built with Wix. It is my personal site which serves primarily as a portfolio for my traditional art mediums but also showcases a store, blog & themed imagery to create a cohesive brand look.



## Midsouth RC

[www.midsouthrc.com](http://www.midsouthrc.com)

This website was built with Wix in partnership with Via Marketing. It is a rebuild from their original site but with a cleaner look and heavier focus on dynamic pages. Information is now being presented in an appealing and easy to digest way. A project gallery is set up to easily be updated by the client to continue growing their site & presence.

# Traditional Art



Beyond my graphic design career, I take pride in my accomplishments as a versatile traditional artist, exploring various mediums and creating captivating artworks.

As a certified master street artist specializing in chalk pastels, I've had the privilege of crafting large-scale installations for brands like the Atlanta Falcons. Additionally, my artwork has been featured at several festivals across the country, allowing me to connect with diverse audiences and share my passion for creativity. It's been a joy to host workshops at schools, inspiring young minds to embrace their artistic talents and explore the limitless possibilities of self-expression.

My artistic journey has taken me beyond the streets, as I've also contributed to the community by creating large-scale murals that foster a sense of unity and pride. Moreover, I've had the privilege of illustrating books and capturing the essence of individuals through evocative watercolor portraits. In my dedication to making a positive impact, I've actively participated in fundraising initiatives for zoo conservation, using my art to raise awareness and support the preservation of our precious wildlife.

Art is my way of bringing beauty, joy, and inspiration to the world. I'm immensely grateful for the opportunities that have allowed me to explore my creativity across diverse artistic ventures.

