

Eve El Chami

Experience

Creative Manager, Brand—Walmart Connect, CA

JUNE 2019 - PRESENT

Collaborate with design agencies to rebrand media business; build compelling visual narratives to educate advertisers of strategic vision. Design and art direction of core communications—including product launches, marketing campaigns (60+ ads across web/mweb), case studies, webpages redesign (Sketch).

Freelance Designer—Paint Nite, MA

OCT 2018 - MAR 2019

Crafted a new, differentiated identity for a nationwide rebrand, delivering a unified customer experience across all touchpoints. Collaborated with the Tools team to redesign the website homepage. Produced 70+ illustrations, brand style guide, display and social ads, event collateral, and email design.

Graphic Designer—Goodwill Industries, NC

OCT 2017 - JUL 2018

Designed marketing materials for 46 stores and 18 training facilities across 31 counties. Produced flyers, digital ads, and event collateral; special emphasis on promoting "Color Me Goodwill" fashion show; sold out event (400+ tickets).

Additional experience

Designer—Freelance

OCT 2015 - PRESENT

Ongoing freelance work for a range of clients and small businesses. Graphic design, branding, commissioned paintings.

Graphic Design Intern—Elsewhere Museum, NC

JAN 2017 - APR 2017

Photographed artist residencies and exhibitions, created digital assets to promote events and drive awareness of mission.

Graphic Design Intern—Volleyball England, U.K.

NOV 2014 - JUN 2015

Designed print & digital materials including student textbooks, web banners ads, event logos & collateral.

Contact

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Education

UX Designer Nanodegree

Udacity, Certification—2021

HTML, CSS & Web Design

General Assembly, Certification—2020

BA (Hons) Graphic Communication

Loughborough University, England—2015

International Placement, Diploma

University of Michigan—2014

Projects

parkplanr—UI/UX

Designed a mobile app for National Parks UK that allows travelers to easily plan their next adventure. Conducted user research, utilized Figma to create prototypes, and improved design based on accessibility and user testing. Developed design system components and a UI style guide.

100 Days—Web Design

Designed and coded a responsive portfolio website using Sublime Text and Github.

Skills

User Research, Task Flow, Wireframing, Prototyping, User Testing, Accessibility Design, HTML, CSS, Art Direction, Graphic Design, Visual Communication, Branding, Illustration, Typography, Photo Retouching

Tools

Photoshop, Illustrator, InDesign, Figma, Zeplin, Keynote, Some Premiere Pro, Some Sketch