

Creative Director & Multidisciplinary Designer

EDUCATION

Savannah College of Art & Design | Western Illinois University
Masters Degree in Production Design | Bachelors of Fine Arts in Sculpture

EXPERIENCE

Creative Director, Retail Environments

Innovative Marketing Solutions- Schaumburg IL / Hybrid
January 2019- Present

Experienced client-facing leader specializing in experiential retail, with a strong background in managing and executing high-value projects ranging from \$200K to \$3M for Fortune 500 clients. Expert in creating immersive retail environments, pop-up activations, and point-of-purchase displays. Skilled at developing concepts, delivering impactful client presentations, and overseeing projects from initial ideation through to in-person prototype reviews. Spearheaded the implementation of advanced tools such as augmented reality (AR), 360° HTML-based 3D models, and animations to elevate design processes. Recognized for leading the award-winning Samsung Fliptown Brand Activation, which earned the Shop! Design Awards Gold Design Award, 2024.

Environmental Content Designer

Moss Inc- Elk Grove Village, IL
September 2015 -January 2019

Led design on several high-profile NHL Winter Classics and Stadium Series events, with a strong focus on field design and creating immersive environments. Developed and executed comprehensive environmental design systems for retail, events, and large-scale environments. Created 3D renderings, presentation decks, elevations native artwork, and animations to support client projects. Optimized internal workflows and managed junior and contract designers. Designed a custom "frame configurator" to determine optimal graphic sizes relative to preselected frame dimensions and their environments. Developed detailed client project management plans for corporate environments using Fieldwire, organizing activations through task management and generating reports for approval. Led the team in creating interactive content, collaborating with engineers to ensure fabrication plans maintained design intent. Reported directly to the Vice President of Global Design and Development.

Contract Designer

Super Color Digital - Las Vegas, NV
May 2014 - October 2015

Contract concept artist and designer. Designed interior graphics, signage, displays, and decor for Toyota regional offices

Senior Artist Sign Design

WMS Gaming - Chicago, IL
2008 - 2011

Worked collaboratively with studio artists, engineers, marketing, and production staff. Designed graphics for permanent casino signage.

Store Artist

Whole Foods Market - Chicago, IL 2007 - 2008

Designed and created graphics for promotions, store literature, and signage.

West Dundee, IL

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KEY SKILLS

- Experiential Retail Design
- Client-Facing Designer & Presenter
- Project Leadership & Management
- Conceptual Design & Graphic Design
- Augmented Reality & 360° 3D Modeling
- UX/UI & Interactive Experience Design
- Pop-Ups, Display & Store-Within-Store Design
- Client Presentations & RFP Response
- Process Optimization & Software Integration

SOFTWARE

- Adobe CC
- Rhino
- Keyshot
- Vectorworks
- Basecamp
- Monday.com
- Fieldwire

AWARDS

- Shop! Design Awards - Gold Design Award, Brand Activation 2024
- NEXPO SEGD Best Booth Award, 2016
- Exhibitor Conference Booth, Recognized For Outstanding Graphic Design, 2016
- SCAD Sprite Films National Student Filmmaker Competition Finalist, Art Director, 2013
- SCAD Honors Scholarship Recipient, 2012
- Bill and Jo Sanders University Art Gallery Purchase Award, 2004
- WIU College of Fine Arts and Communication and Foundation Award Winner, 2004