



Hello, I'm Chelsey!

Over the past 13+ years, I've had the pleasure of building brands alongside amazing creative teams, from scrappy start-ups to complex multi-brand collectives. My work spans everything from content strategy and campaign ideation to visual storytelling, graphic design, UX, and more—all aimed at boosting brand identity and fostering real growth.

Collaborating with dedicated in-house teams and agency partners, I've tackled strategic branding, CPG initiatives, experiential marketing, performance campaigns, and full-scale digital activations. Guiding over eight rebrands has been a major highlight, and it's been a thrill to see our hard work recognized in publications like Vogue, Vanity Fair, Forbes, Fortune, Rolling Stone, and Harper's Bazaar.

When I'm off the clock, I love life in my cozy Los Angeles neighborhood. I'm often restoring my 1920s Craftsman home, hunting for vintage décor, and spending time with good friends and neighbors. I also craft custom light sculptures for Iris Jean, an art project and studio collective I founded.

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SKILLS

Brand Guidelines, Creative Direction, UX Design, Graphic Design Direction And Guidelines, Editorial And Product Lighting & Photography, Paid-Ad Editing And Direction, Email Campaigns And Automation Flows, Marketing Funnel, Cpg And Packaging, Brand Strategy, Copywriting, Process, Budgeting And Planning, Cross-Collaboration, Leadership, Adobe Suite, Figma, Product Direction, And More.

EDUCATION

MAY '10 — JAN '11

Commercial Photography & Design

BROOKS INSTITUTE OF PHOTOGRAPHY
Santa Barbara

EXPERIENCE

JAN '23 — PRESENT

Creative Director

INTERWEAVE BRANDS:
ROUGH LINEN, SNOWE HOME

Creative Lead at Rough Linen and Snowe Home, responsible for overseeing content creation, product development, and marketing strategy, including the marketing calendar and email flows. Implements CRM strategies to enhance customer engagement and collaborates with cross-functional teams to ensure cohesive branding and messaging that drives growth and strengthens market presence.

JAN '22 — JAN '23

Creative Director

MEDITERRA CBD, VENA CBD & FIVE CBD

Led rebrand and creative direction for 360 campaigns, digital marketing, packaging, and retail/tradeshaw functions across CBD brands Medterra, Vena, and Five. Collaborated with art directors, copywriters, and designers for strategic execution, delivering content that highlighted consumer benefits and targeted key markets. Developed a unique brand identity with the SVP of Brand to position each brand strongly within the segment.

APRIL '21 — NOV '21

Creative Director

COOP HOME GOODS

Led agency rebrand across all digital channels, physical products, and packaging. Developed signature tone and feel across product and lifestyle moments. Led and collaborated with a team of designers and external resources. Provided product direction for color stories and materials to enhance overall brand experience. Brainstormed closely with founder and marketing team to concept and script motion advertisements and story concepts.

OCT '19 — APRIL '21

Art Director

CELS: CHINESE LAUNDRY,
42GOLD & DIRTY LAUNDRY

Oversee and craft creative direction for D2C and B2B channels, covering campaigns, look books, refreshing brand guidelines, e-commerce, ads, emails, social content, copywriting, and motion for four brands: Chinese Laundry, Dirty Laundry, 42 Gold, and CL by Laundry. Lead and collaborate with in-house designers, photographers, and editors, while sourcing and guiding external talent and brainstorming with the CEO and COO.

JAN '18 — OCT '19

Graphic Designer & Principal Photographer

TAMARA MELLON

Design for digital and print including pre-press quarterly print catalog, designing packaging collateral, emails, ads, packaging, decals, in-store and special events. Photograph and execute brand wide editorial photoshoots for lifestyle, e-commerce, and social media.

JAN '15 — DEC '17

Lead Photographer, Visual Merchandizer & Graphic Designer

SPRING APP

Curated data-driven fashion collections for Spring's app/web, leading a small team on editorial briefs, content production, and retouching. Designed a CMS with UX developers, created PR event content, and developed ad edits, while streamlining creative direction and managing archives.

JAN '15 — JAN '16

Graphic Designer & Social Media Photographer

NORDSTROM | HAUTELOOK

Crafted color treatments and retouched for HauteLook/Nordstrom Rack editorial, developed typography for web campaigns, and redesigned the CMS with engineering, boosting production by 200%. Promoted to create social media content across Nordstrom platforms.

MAY '14 — DEC '14

Lead Retoucher

SHOEDAZZLE | JUSTFAB

Deliver in-house retouching for a range of digital assets from product to editorial.

JAN '11 — DEC '14

Production Coordinator & Assistant to the Executive Producer

MARK SELIGER

Coordinated celebrity photoshoots with executive producer Ruth Levy. Clients included Hearst, CondéNast, and Wenner Media. Production Coordinator for Los Angeles photoshoots after internship in New York City.