



DENISE CHAUDHARI

Creative Director

[denisechaudhari313](#)

denise@agency313.com

www.agency313.com

303-746-6082

Lafayette, CO 80026

Outcome-driven professional with over 15 years of career success integrating human-centered design, marketing methodologies, and creative strategies to drive long-term corporate growth for global brands. Proven track record of delivering promotional assets and streamlining design processes to maximize organizational efficiencies. Demonstrated expertise in concept-led creation of creative and marketing experiences, execution of sales initiatives, and transformation to impactful collateral. Remarkable success implementing tactical brand strategies and web development plans to elevate brand awareness. Adept at ensuring successful product development and delivery to large-scale customers. Proficient at coaching high-performance teams to deliver customer-driven designs, while meeting and exceeding business objectives. Excel at generating sophisticated design solutions, developing engaging storytelling, and providing goal-oriented creative vision.

AREAS OF EXPERTISE

- Brand Strategy & Identity
- Product Development
- Design Thinking
- UX/UI Design
- Marketing Collateral
- B2B/B2C Campaign Execution
- Project Planning & Delivery
- Content Creation & Storytelling
- Design Ideation Planning
- Usability & Interaction Design
- Art Direction
- Team Leadership
- Issue Resolution
- Customer Satisfaction
- Mentorship & Professional Development

CAREER EXPERIENCE

2017 Connected Living, Quincy MA

Present **VP, CREATIVE**

Develop corporate identity and enhance brand awareness by implementing internal branding operations techniques. Execute digital marketing initiatives for B2B/B2C campaigns, social media, print, and web. Provide executive-level oversight and ensure production of all creative operations to generate senior-living technology solutions. UI/UX development, operational management, and design ideation/execution for customer-facing interactive technology across all platforms, including digital signage, web, and mobile applications (AppleTV, Android, iOS, Web, and temi robot). Administer output and management of assets, including product design, B2B/B2C initiatives, corporate rebranding, marketing collateral, and website design. Agile development team direction with a creative-led protocol.

- Ensured **254%** enhancement in brand awareness by executing corporate rebranding strategy, developing new website, and optimizing digital marketing efforts.
- Expanded social-media following and web traffic by **143%** and **156%** respectively.
- Elevated customer experience and usability by **183%** in last 24 months.

2013 Noa Brands, Lafayette CO

2017 **SENIOR CREATIVE DIRECTOR**

Directed customer-driven design from concept to final production by administering fine art sculpture and design teams. Oversaw multiple creative production activities, such as corporate advertising, catalogs, logos, sales presentation decks, and internal and customer-facing executive. Led art direction of 3D teams

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for digital asset production, while managing selection of customer-driven pose direction photoshoots. Supervised team of 12 fine arts sculptors.

- Introduced custom development creative direction for more than \$50M mannequin maker serving top-tier consumer brands, such as Old Navy, Nike, Gap, Target, Athleta, Ann Taylor, and Vanity Fair.
- Enhanced Sculpt Shop productivity by **125%** by incorporating additional sculptors to team.
- Optimized concept to execution efficiencies by **160%**.

2009 Agency 3 Thirteen, Lafayette CO

2017 CREATIVE DIRECTOR

Created design and art direction of print and web based marketing materials, while overseeing various operations, including environmental design, web/product design, collateral, UI/UX, and digital marketing functions for wide range of clients.

- Led all internal and client-based conceptualization and design execution.
- Identified and managed additional design resources according to requirements.

ADDITIONAL EXPERIENCE

- **INDUSTRIAL DESIGN LEAD** Microsoft XBOX - Redmond, WA
- **CONTRACT TECHNICAL ILLUSTRATOR/DESIGN** Shawn Hausman Design - Los Angeles, CA
- **FREELANCE DESIGNER** Mattel/Disney/Sony/G4 TV/Hasbro/Playskool - Pawtucket, RI/Los Angeles, CA

EDUCATION & CERTIFICATIONS

- **BACHELOR OF FINE ARTS – INDUSTRIAL DESIGN** Rhode Island School of Design - Providence, RI
- **Sketch** - Working with Developers Certification
- **Hubspot Academy** - Growth-Driven Design Certification

TECHNICAL PROFICIENCIES

Adobe CC - Mac & PC • Illustrator • Photoshop • InDesign • XD • Acrobat • iOS • Android • Web Sketch • Zeplin • InVision • Figma • Slack • Skype • Hubspot CMS • Powerpoint • Microsoft Office

AWARDS & ACCOLADES

XBOX Design Drawings, Women in Games – Exhibit & Permanent Collection
The Strong National Museum of Play - Rochester, NY

