



michelle haar

ART DIRECTOR & DESIGNER

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I'm Michelle (Chelle) Haar, an art director and designer based in St. Louis with over 10 years of industry experience and a strong foundation in brand identity. I have a passion for creating immersive experiences that bring ideas to life.

work experience

NEW HONOR SOCIETY (AN FCB COMPANY)

Design Supervisor | 2024 - Present

Senior Art Director | 2022 - 2023

Art Director 2021

- Orchestrated a groundbreaking brand identity transformation for the North American sector of a leading multinational corporation, securing client approval through the development of a persuasive pitch deck and presentation.
- Continued to spearhead the seamless integration of the refreshed visual identity across diverse platforms and channels.
- Conceptualize, design, and bring to life visually captivating materials for renowned national and international brands.
- Provide art direction for photo and video shoots, digital campaigns, and print collateral, ensuring alignment with brand objectives and aesthetic standards.
- Serve as a mentor to junior and mid-level designers, offering guidance and fostering creative growth while maintaining oversight of project workflows.

TIMMERMAN GROUP DIGITAL MARKETING AGENCY

Graphic Designer | 2019 - 2021

- Partnered closely with the creative team to conceptualize, design, and deliver compelling digital and print artwork, ensuring alignment with client objectives and brand guidelines.
- Collaborated seamlessly with developers and UX/UI designers to develop cohesive UI systems, transforming wire-frames into visually engaging and user-friendly websites.
- Spearheaded the creation of dynamic motion designs for social media and web platforms, enhancing brand presence and engagement.
- Demonstrated leadership by mentoring team members and conducting workshops focused on motion and design, fostering skill development and collaboration.

SCHNUCKS MARKETS

Graphic Designer - Contractor | 2019

- Created original and captivating content encompassing digital designs, animations, and photography to elevate brand presence and engagement.
- Conceptualized and provided art direction for photo shoots, ensuring alignment with brand aesthetics and messaging, while also managing social media accounts and capturing high-quality event photography.



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- Conceptualized and provided art direction for photo shoots, ensuring alignment with brand aesthetics and messaging, while also managing social media accounts and capturing high-quality event photography.
- Adapted print designs seamlessly for digital platforms, maintaining brand consistency and standards across social media and web channels.

AZULLE TECH

Graphic Designer - Contractor | 2017 - 2019

- Worked collaboratively with the creative team to conceptualize, design, and deliver engaging digital artwork for marketing and promotional materials, ensuring alignment with brand identity and messaging.
- Led the comprehensive redesign of websites from inception to completion, optimizing user experience and visual appeal.
- Conceptualized and crafted original content for social media, email, and print campaigns, driving brand awareness and customer engagement.
- Developed brand identities and logo designs for product lines, reflecting the company's vision and values while maintaining consistency across various touchpoints.

NF SKIN

Packaging Designer | 2015 - 2017

- Collaborated closely with clients to translate their vision into impactful logos, branding elements, and packaging designs for cosmetic labels and boxes, meeting their specific requirements and brand guidelines.
- Oversaw the entire design process from concept development to final production, ensuring seamless execution and high-quality deliverables that exceeded client expectations.

education & certifications

MURRAY STATE UNIVERSITY

Bachelor of Fine Arts / Graphic Design

SCHOOL OF MOTION

Principles of Animation - Animation Bootcamp

skills

- **Art Direction:** Demonstrating expertise in providing visual direction and guiding the creative process from concept to execution.
- **Branding and Identity:** Creating and maintaining a consistent brand image through strong visual storytelling and brand guidelines.
- **Visual Communication:** Strong visual storytelling skills, utilizing typography, color theory, and layout principles to convey impactful messages.
- **Project Management:** Demonstrating excellent organizational and time management skills to meet project deadlines and manage multiple priorities effectively.



- Motion Graphics: Proficient in creating captivating motion graphics and animations to enhance storytelling and engage audiences across various digital platforms.
- Web Design: Expertise in designing user-centric and visually appealing websites, ensuring seamless user experiences and intuitive navigation.
- Creative Strategy: Developing innovative and effective strategies that align with business objectives and target audience

software

- Adobe CS: Illustrator, Photoshop, InDesign, After Effects, XD
- Microsoft: Teams, PowerPoint, Word, Excel
- Figma
- Sketch

publications & exhibitions

- Murray State Noatation 2013
- Extra Helping (Feast Magazine) 2020
- Assembly Required 2017
- Murray State Alumni Show 2023

portfolio

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