

CHANEL MILLER

ART DIRECTOR

CONTACT

408 990 6688
chanelmiller.com
imchanelmiller@gmail.com

CREATIVE SKILLS

Strategy
Visual Storytelling
Concept Development
Creative direction and oversight
Pre-production
Solution-oriented
Product design software
Wire-framing
Brand visual guidelines

PROGRAM SKILLS

Photoshop
Illustrator
InDesign
Figma
XD
Sketch
Procreate
Microsoft Office

CLIENTS

Citibank
Pfizer
Samsung
Verizon
Uber+ Uber Eats
Ally Bank
American Express
Where Are All the Black People?
Cricket Wireless
Business pitch work

NON PROFIT

Black Visionaries
Board of Directors, Head of Creative

EDUCATION

ONE School | 2021
Certificate, Art Direction (honors grad)

CSU East Bay | 2017
B.A. Graphic Design

Cañada College | 2015
A.A. Multimedia Art & Technology

EXPERIENCE

PUBLICIS NY | Senior Art Director
May 2023 — Present

- Establish brand guidelines that are adopted company-wide, ensuring a consistent and professional brand image.
- Creates and manages original, persuasive and conceptually compelling work for campaigns.
- Collaborates with copywriters, strategists, and project managers to develop the content plan that aligns with the campaign goals and messaging.
- Creative lead on the production process, from initial concept to final delivery, ensuring all projects are completed on time.

R/GA | Art Director + Culture Collective Chair
March 2021 — April 2023

- Conceptualized digital and social content for various accounts.
- Worked closely with producers, creative directors, copywriters and designers to execute ideas through effective communication.
- Developed campaigns for TV, print and social.
- Designed a series of CRM emails that significantly improved customer retention rates.

• Chaired the ERG Culture Collective, facilitating the success of Black employees by providing essential resources and support.

ARGONAUT | Studio Designer
February 2019 — March 2021

- Provided creative direction and feedback during the stages of production, ensuring the creative vision was faithfully executed.
- Conducted final proofing and pre-flight checks for print and digital materials, ensuring all technical specifications and file formats met production standards.
- Creatively led and executed a comprehensive re-branding initiative for a diversity conference and career fair aimed at junior Black talent entering the advertising industry, encompassing dynamic visual identity, promotional materials, and digital assets to enhance engagement and visibility.