



## Chloë Woodhouse

### GRAPHIC DESIGN & ART DIRECTION

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## Recognition

Work displayed in shows on USU's campus:

- Reflections on the Jetty's Edge
- Beyond Book
- Research in the Arts Day

## Skills

Adobe Illustrator, InDesign, Photoshop, XD, Mailchimp, Klaviyo, Asana, Microsoft Office, Web Design, Press Checks, Moodboards & Pitch Decks, Keynote, Mentoring, Canva, Capture1, some HTML/CSS, Copywriting, Premier Pro

## Interests

Fashion & Beauty  
House Plants  
Pop Culture

## Education

*B.S. Art, Minor Art History* | May 2017  
Utah State University, Logan, UT

*Graphic Design Studies* | Sept 2010 - Dec 2013  
Brigham Young University-Idaho, Rexburg, ID

## Experience

### ART DIRECTOR

*Charcuterie Artisans* | August 2022-Present

Responsible for the creative process of Charcuterie Artisans' two sub-brands, Creminelli and Del Duca, while building the overarching image and identity of Charcuterie Artisans itself. Developing creative for the food industry required me to maintain an awareness of and relationship with FSQA (Food Safety Quality Authority), new product development, CEOs, heads of purchasing and marketing.

I managed a roster of in-house and contracted professionals, including a junior designer, freelance photographers and copywriters, and a handful of agency professionals. Projects included print materials (catalogs, sales sheets, labels, displays, and shipping boxes) and digital deliverables (social media and email).

### SR. GRAPHIC DESIGNER

*Babe Original (Babe Lash)* | January 2021- July 2022

Strategized the visual transition from Babe Lash to Babe Original. Mentored design intern and copywriter, led creative meetings. Oversaw creative processes for upcoming campaigns. Managed all media assets. Collaborated cross-departmently (New Product Development, Sales, Marketing). Design projects included digital design (emails, website, ads), printed materials, packaging, and branded merchandise.

### GRAPHIC DESIGNER

*Beauty Industry Group* | January 2020- January 2021

Established brand guidelines and prioritized work for 5 brands. Art directed major campaigns. Organized and led photoshoots. Mentored Jr. Graphic Designers and Jr. Copywriter. Projects included digital design (emails, website, ads), printed materials, packaging, floor displays, and pitch decks.

### SR. GRAPHIC DESIGNER

*Ice Jewelry* | May 2017 - December 2019

Promoted from Jr. to Sr. Graphic Designer within 7 months for excellent work. Produced & launched an email strategy (design, copy, scheduling) that generated 1/2 of the monthly revenue. Edited images and curated content for social media and the website. Organized and art directed photoshoots. Developed a new design direction and guided brand tone and voice.