



CHAUNCEY HOPEWELL

Chicago, IL | 773-206-2074 | hopewell.c@icloud.com | Portfolio

SENIOR GRAPHIC DESIGNER | UI/UX DESIGNER | VISUAL DESIGNER

SUMMARY

Senior Graphic Designer with 10+ years of experience in visual design, UI/UX, and integrated marketing campaigns. Proven track record of increasing engagement and conversions through user-centered, cross-channel creative. Known for creating high-impact visuals that drive engagement, strengthen brand identity, and support business growth.

SKILLS

Adobe Creative Suite | Figma | Branding & Identity Design | Typography | Layout Design | Motion Graphics | UI/UX Design | Wireframing | Web Design | HTML/CSS | Print Production | Integrated Marketing Campaigns | Cross-Channel Creative | Cross-Functional Collaboration | Project Management | Communication | Leadership,

EXPERIENCE

Production Designer/Graphic Designer November 2024 – Present

Innovation Arts & Entertainment | Chicago, IL

- Increased ticket sales by 30% across 100+ North American markets by designing & executing integrated marketing campaigns across print, digital, and social channels.
- Improved campaign engagement and audience reach by developing cross-channel visual assets & motion graphics using Adobe After Effects and Premiere Pro.
- Creating high-impact presentation decks using strong visual storytelling and layout design principles.
- Strengthened campaign performance & brand consistency through cross-functional collaboration with art directors & marketing teams to produce cohesive creative assets.

Senior Graphic Designer July 2024 – November 2024

Cumulus Media | Indianapolis, IN

- Increased digital engagement by 25% across six radio stations by leading cross-functional collaboration with sales, promotions, & marketing teams.
- Improved client satisfaction by 30% by designing & delivering integrated marketing campaigns across digital, social media, web, & print platforms.
- Enhanced brand consistency by 40% by developing and implementing scalable design systems & brand guidelines.

Junior Graphic Designer 2023 – 2024

Goodwill of Central & Southern Indiana | Indianapolis, IN

- Increased social media engagement by 30% by designing user-centered digital content and social media campaigns aligned with brand strategy.
- Improved brand consistency & campaign effectiveness by producing integrated marketing assets across print & digital platforms.
- Delivered projects on time & within budget by managing end-to-end design processes from concept through final production.
- Strengthened team efficiency through cross-functional collaboration with internal stakeholders & marketing teams.

Graphic Designer | UI/UX Designer 2016 – 2023

Gannett Publishing | Indianapolis, IN

- Increased website traffic & conversions by 15% by leading user-centered design initiatives, including wireframing, prototyping, & UI/UX optimization.
- Improved workflow efficiency by 25% by developing and implementing scalable design systems.
- Increased brand awareness by 35% by designing & executing integrated marketing campaigns across digital platforms.
- Boosted client sales by 15% by leading branding and visual identity design for new product lines
- Enhanced usability & customer experience through conversion optimization strategies & data-informed design decisions.
- Ensured cohesive visual messaging by driving cross-functional collaboration with marketing, & development teams.

EDUCATION

Bachelor of Fine Arts in Communication Design
Southern Illinois University Carbondale