

Chelms has over 6 years of experience working in both an agency and in-house environment. His work combines a strong background in visual arts and graphic design with user-centred design thinking. He's passionate about tech, mentoring, and solving design issues.

UX DESIGN (STUDENT PT)

Bitmaker GA, Toronto

APR 2018 – JUL 2018

- Course assignment consisted of finding and solving a design problem and using **hands-on approach to user experience with industry standard methods and tools.**
- **Conducted user research and interviews by questionnaires and 1-on-1. Designed user-flow, user-profiles, storyboards, and task overview addressing the design problem.**
- **Drafted low fidelity with hand drawn sketches and then mid fidelity prototype on Balsamiq.** Generated and implemented **user feedback and usability testing** through InVision testing.
- **Successfully designed a working InVision prototype with high praises and feedback from the instructors, peers, and users.**

GRAPHIC & DIGITAL DESIGNER

ZoomerMedia Ltd., Toronto

SEPT 2012 – PRESENT

- **Meeting with stakeholders for project ideation and planning** and designing various marketing collaterals (print ads, bus boards, billboards, streetcar wraps, etc) for all ZoomerMedia properties with **consistent success in delivering fresh design solutions from small to large scale budgets.**
- **Developing visual designs for web and mobile and collaborating with developers.** Also Over-seeing eblast development and design.
- **Verifying and screening all creative assets** in the department so that it meets print and digital specs. Also **intermediating between printers and production.**
- **Guiding, orienting, and aiding interns, freelancers, and junior designers.** Also functioning as an in-house photographer for events, ads, and portraits.
- **Demonstrated initiative in improving the efficiency of department workflow** by taking ownership of project management process and tools.
- **Gained consistent praises and compliments on projects** from clients and the department VP.
- **Improved and revitalized the brand for one of the property** by redesigning the website, branding, and several marketing assets and stationary. **Improved the visual and brand for several other properties and marketing assets. Succeeded in art directing conference collaterals** with attendees over 20,000 receiving excellent results and impression.

GRAPHIC / WEB DESIGNER

6 Sigma Design, Toronto

MAY 2011 – APR 2012

Designed marketing assets for clients in various sectors. **Established confidence and trust from several clients and stakeholders.** Worked independently and collaboratively on various creative developments with the art director.

FREELANCE DESIGNER

Self Employed, Toronto

SEPT 2010 – PRESENT

Consulting and working with a variety of clients from project ideation, briefing, liaising to designing materials that successfully meet their requirements. Designing solutions from branding and identity to various marketing assets. **Collaborating with non-profit clients for pro-bono projects.** www.chelms.ca

Skills

Layouts, Typography, Branding & Identity, Composition & Contrast, Prototyping & Wireframing, User flows & Profiles, Presentation, Colour Theory, Art Directing, Photography, Drawing & Sketching

HTML, CSS, Javascript (basic), Email Dev + Coding, MJML

Sketch, InVision, Adobe XD, InDesign, Illustrator, Photoshop, Premiere Pro, Animate, Lightroom, Affinity Designer & Photo, Balsamiq

Education

User Experience Design (P/T)

BITMAKER GENERAL ASSEMBLY

B.A. Fine Arts Cultural Studies

(Specialization in New Media Arts)

YORK UNIVERSITY (2010)

CONTACT INFO & PORTFOLIO

chelms.ca
varlien@gmail.com
647.261.8852