

CHIARA CHIMELIS

WORK EXPERIENCE

JUNIOR ART DIRECTOR

JAN. 2026 - PRESENT

Árbol - Grupo Garnier

- Developed an AI-powered asset automation system for Promérica that enables the resizing and adaptation of key visuals without manual redesign, making the process 24x faster and reducing production costs by 25%.
- Assisted in pre-production, on-set filming, and led post-production photo editing for Avocados from Mexico's national Super Bowl campaign.
- Collaborating with cross-functional teams across Latin America to align visual direction and ensure brand consistency across markets following agency merger.

FREELANCE DESIGNER

JUL. 2025 - DIC. 2025

The One Club for Creativity, Miami

- Created multimedia event visuals for Hispanic Heritage Month celebration featuring award-winning Latin American creatives.
- Designed promotional materials and visual identity elements for flagship Miami programming.

FREELANCE DESIGNER

JAN. 2025 - MAY 2025

Oxcart Assembly

- Designed investor pitch deck for real estate development project presented to former NFL player and investment group.
- Translated complex business strategy into compelling visual narrative that supported successful funding proposal.

JUNIOR ART DIRECTOR

APR. 2023 - DIC. 2023

Badillo Saatchi & Saatchi - Publicis Groupe

- Developed social media content and campaign visuals for clients including MMM Health (leading Puerto Rico healthcare provider), Toyota, Olive Garden, Heinz, and Aussie Hair Products.
- Contributed to brainstorming sessions and creative concepting for integrated campaigns across digital and traditional media.
- Created case study presentations and pitch materials, maintaining brand standards and visual consistency across all client deliverables.

EDUCATION

POST-GRAD

APR. 2024 - MAR. 2026

Miami Ad School

- Art Direction Portfolio Program.

BACHELOR'S

APR. 2024 - MAR. 2026

Universidad Del Sagrado Corazón

- Bachelors in Marketing and Business Administration
- Minor in Creative Advertising and Graphic Design.

CONTACT



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Miami, FL

SUMMARY

I'm an Art Director that creates ideas that allow room for chaos, exploring freely but resolving strategically because I believe human insight outperforms trends.

EXPERTISE

- Art Direction
- Conceptual Thinking
- Copywriting
- Campaign Development
- Visual Storytelling
- Strategic Ideation
- Social Media Marketing
- Brand Consistency & Guidelines
- Client Presentation

SKILLS

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere Pro
- Figma
- AI-Powered Design Tools
- Video Editing & Post-Production
- Presentation Design
- Project Management Tools

PORTFOLIO

<https://www.chiarachimelis.com>