

CHIARA CHIMELIS

WORK EXPERIENCE

JUNIOR ART DIRECTOR

MAR. 2026 - PRESENT

David The Agency

- Create AI-assisted visual comps and presentation materials for client pitches across brands including Google, Sour Patch Kids, HALLS, and Planet Fitness.
- Conceptualize social media content and design visual assets for IKEA.
- Contribute creative ideas and participate in brainstorm sessions for integrated client pitches and campaigns.
- Edit engaging social-first video content for Clash Royale social channels.

JUNIOR ART DIRECTOR

JAN. 2026 - MAR. 2026

Árbol - Grupo Garnier

- Developed an AI-powered asset automation system for Promérica, streamlining visual adaptation workflows and reducing production time and 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.
- Collaborated with cross-functional teams across Latin America to align visual direction and ensure brand consistency across markets following the agency merger.

FREELANCE DESIGNER

JAN. 2025 - DEC. 2025

The One Club for Creativity, Miami | Oxcart Assembly

- Designed and executed promotional and multimedia visuals for flagship Miami programming, including a Hispanic Heritage Month celebration featuring award-winning Latin American creatives.
- Translated complex business strategy into compelling visual narratives that supported a successful funding proposal.

ART DIRECTOR INTERN

APR. 2023 - DEC. 2023

Badillo Saatchi & Saatchi - Publicis Groupe

- Developed social media content and campaign visuals for clients including MMM Health, Toyota, Olive Garden, Heinz, and Aussie.
- Contributed to brainstorming sessions and creative concepting for integrated campaigns across digital and traditional media.
- Created case study presentations and pitch materials while maintaining brand consistency across client deliverables.

EDUCATION

POST-GRAD

APR. 2024 - MAR. 2026

Miami Ad School

- Art Direction Portfolio Program.

BACHELOR'S

AUG. 2019 - DEC. 2023

Universidad Del Sagrado Corazón

- Bachelor's 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 who creates ideas that allow room for chaos by 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>