



ADDRESS

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704-467-6360

PORTFOLIO

CHADWMITCHELL.CARBONMADE.COM



CHAD.W.MITCHELL



CHADMITCHELLPHOTO



CHADWMITCHELL



GRAPHIC DESIGNER/ PHOTOGRAPHER/ ARTIST

CMP+D (SELF)

Kannapolis|NC
Since 1992

- Advertising Design (Print Collateral, Social Media, Fundraiser Packs)
- Illustration (Digital, Hand-Drawn)
- Environmental Design (Signage/Wayfinding, Murals)
- Publication Design (Production, Booklets, Newsletters, Brochures)
- Corporate (Brand Identity, Logos, Office Collateral)

GRAPHIC DESIGNER SIGNART

Charlotte|NC
June 2015-June 2016

- Created vivid, concept drawings for cost estimating and presentations
- Finalized working drawings with concise instruction for manufacturing to build signage, reducing build errors and costs
- CorelDRAW application for drawings, logos, and vinyl layouts
- Maintained vast digital library of cross-section and detail drawings

GRAPHIC DESIGNER MILLER DAVIS AGENCY (CONTRACT)

Salisbury|NC
January 2015-June 2015

- Logos, collateral design, POP displays, digital graphics, and illustration
- Rapid, creative ideations via marker comps and sketches
- Turn-key discussion with clients to clarify project scope, expediting projects
- Highly efficient with time and resources

GRAPHIC DESIGNER/ PHOTOGRAPHER/ PRINT PRODUCTION

ATRIUM HEALTH (CAROLINAS HEALTHCARE SYSTEM)

Charlotte|NC
February 2009-June 2014

- Developed and implemented marketing collateral with emphasis on proofing, editing, and graphic design of rebranded print, outdoor, and broadcast material for both internal and external audiences
- Performed work on multiple projects simultaneously
- Provided and post-processed an array of photography for system campaigns, annual reports, advertising, web, internal communications, and promotional needs
- Directed and managed system's print production needs (8 months/1,839 jobs) by delivering collateral on deadline or early (99.99%) and creating and implementing cost and time efficiencies that were used by internal staff and external system vendors
- Created file-naming protocol and archive system for recalling collateral to reprint, saving time and creative costs by not recreating layouts
- Established and maintained excellent rapport with established system vendors



APPALACHIAN STATE UNIVERSITY

Commercial Art/
Graphic Design

SOFTWARE

Illustrator
Photoshop
CorelDraw
InDesign
Microsoft Office



SKILLS

Photography
Brainstorming
Creative Thinking
Problem Solving
Pre-flighting
Print Production



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EXTRAS

**OWNER/DESIGNER/
BUILDER**
MOUNTAINEER WORKS
Kannapolis | NC
February 2020-Present

- Hobby turned "side hustle"
- Utilize skills from carpentry, graphic design, and marketing experience to produce officially licensed, turn-key woodworking product line for Appalachian State University
- All design and marketing are self-produced
- Successful grassroots marketing implemented to bolster ROI
- Continuously researching new trends, designing new products
- #mountaineerworks

**PHOTOGRAPHER/
CORPORATE
PARTNERSHIPS**
CAROLINA PANTHERS
Charlotte | NC
September 2020-Present

- Provide digital photography of corporate sponsorships on gamedays, stadium interior/exterior advertising, community events, and mascot appearances for team social media platforms, interior and exterior audiences.

**PHOTOGRAPHER/
GRAPHIC DESIGNER**
**MINOR LEAGUE
BASEBALL**
Kannapolis | NC
March 1995-April 2007,
2018

- Provided digital photography of game day experience, athletes and club personnel for social media, ads, magazines, print collateral, tickets, web graphics, and trading card sets
- Increased team/community relations through photographing fans and corporate functions
- Created original artworks and illustrations for players and club management
- Produced artwork for team's charitable organization and sponsors
- Volunteered for team events to support community outreach

PHOTOGRAPHER
**APPALACHIAN STATE
UNIVERSITY**
Boone | NC
August 2005-Present

- Capture hi-resolution images of alumni, athletes and personnel for social media and print collateral
- Photograph campus events as they pertain to game day (Homecoming, Senior Day, etc.)



VOLUNTEER

**APPALACHIAN STATE
UNIVERSITY**
Boone | NC
Library Advisory Board Member
(2012 – Present),
Communications Chair
(2015 – Present)