

# Urso Chappell

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Parker Street, Unit B, Berkeley, California, USA

## Design / Art Direction / Brand Marketing

I'm an award-winning designer with years of experience and study in visual communication, particularly in marketing contexts. I'm passionate about creating dynamic, clean, and intuitive designs that communicate a clear and precise message. I like visuals that project coherent brand personalities.

## Relevant Skills

**Design:** Years of experience designing a wide variety of items in varying contexts using a multitude of tools such as Adobe Creative Suite (Acrobat Pro, Dreamweaver, InDesign, Illustrator, Photoshop, etc.), HTML, iMovie, Microsoft Office, QuarkXpress, and WordPress

**Branding:** Adept at creating brand personalities for a range of products and services within strategic frameworks

**Marketing & Management:** Years of experience collaborating with marketing directors and product managers as well as managing and mentoring other creative staff

## Career Highlights

**Wells Fargo, N.A.**, San Francisco, California, USA (2016 - present)  
**Contract Researcher/Graphic Design Consultant**

Under a contract position, I research the histories of various communities and source images for use in Wells Fargo's Community Mural Program. Working with a team of graphic designers, we create compelling visual histories for locales around the United States. As a researcher/designer, I've expanded the parameters of the program to create more thematic murals for communities with existing murals. These thematic murals expand the concept so that the mural program to include topics that broaden the local history to larger themes. Working with the marketing team, I also created dozens of debit card designs.

**Expo 2015, S.p.A.**, Milan, Italy (2015)  
**Project Designer/Manager**

Through a contract with the Triennale di Milano Design Museum, worked within the Expo 2015 Social Media team creating and implementing a groundbreaking project (the Expo 2015+100 Archive) that simultaneously preserved the physical and narrative legacies of the world's fair, but also provided content for the event's current marketing and branding needs. The Expo 2015+100 Archive project required a great deal of planning, organization, communication, and collaboration with co-workers from around the world. It is believed to be the first project of its kind in world's fair history.

**Golden Mailer, Inc.**, Walnut Creek, California, USA (2013 - 2014)  
**Head Designer**

As the head graphic designer, managed and designed direct mail materials from concept to production. During my tenure there, I was asked to develop a completely new visual brand strategy for the company.

## **Career Highlights** (continued)

**ZipRealty, Inc.**, Emeryville, California, USA (2007 - 2011)

### **Senior Graphic Designer**

As the company's senior graphic designer, I created hundreds of marketing pieces (in print and for web) targeted toward potential homebuyers and agents. After working with Landor Associates developing an overall brand strategy, designed ZipRealty's new visual identity including the company's new logo.

**Dominican University of California**, USA, San Rafael, California, USA (2005 - 2007)

### **Senior Graphic Designer**

Working with marketing directors, campus faculty, and staff, created and enforced consistent identities for the university and its many components. Developed new branding guidelines for various departments, programs, and initiatives. Created various print and online items promoting the university to prospective students, the community at large, and local businesses.

**Velcro USA, Inc.**, Tucson, Arizona, USA (2002 - 2005)

### **Art Director/Marketing Communication Manager**

Redesigned packaging for the entire VELCRO® Brand line in North America. Created point-of-purchase (POP) displays geared toward increasing sales. Participated in developing marketing and sales strategies in coordination with product managers. Developed new Consumer Products web site to match the new overall branding and communication strategy. Mentored the department's graphic designers.

**Freelance Designer, Writer, and Consultant** (1998 - present)

Worked with various organizations and individuals developing strategies and visuals for products, services, and events. Projects have included a wide variety of visual identities including packaging for the North American market, entertainment planning for a world's fair bid in the United Arab Emirates, and even the exterior design of a Maglev train in Japan. Leveraging my particular expertise in international expositions, I've written for newspapers, magazines, and blogs throughout the world. I've also created and maintained Urso.US to sell items featuring some of my designs and photography.

## **Education**

**Domus Academy** (at the Nuova Accademia di Belle Arti), Milan Italy (2014 - 2015)

### **Masters in Visual Brand Design**

Engaged in intense and extensive study into the many different facets where design and marketing meet. Comprehensive workshops involved developing strategies for various organizations in the fields of agriculture, furniture, museology, and clothing. I was subsequently awarded a perfect score at the completion of my studies.

**Dominican University of California**, San Rafael, California, USA (2006 - 2011)

### **Bachelors in Humanities and Cultural Studies**

Explored a wide range of topics with an emphasis in design and culture. Leveraging my studies at the Georgia Institute of Technology where 72% of my degree credits were earned, I earned a 3.9 grade point average during my tenure at Dominican.