

Eve El Chami

Contact

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(336) 772-6482

San Jose, CA

Permanent Resident (Green Card)

Education

BA (Hons) Visual Communication

Loughborough University, U.K. | 2011 - 2015

International Placement, Diploma

University of Michigan | 2013 - 2014

Art & Design Foundation, Diploma

Loughborough University, U.K. | 2010 - 2011

Certifications

UX Designer Nanodegree

Udacity | 2021

Capstone project: Mobile app design for National Parks UK. End-to-end UX process—conducted user research and delivered concept sketches, wireframes, task-flows, prototypes, UI style guide and components library. Iterated design based on accessibility and user testing.

HTML, CSS & Web Design

General Assembly | 2020

Designed and coded a responsive portfolio website using Sublime Text and GitHub.

Skills

User Research, Wireframing, User Flow, Prototyping, Usability Testing, Affinity Mapping, Visual Design, Graphic Design, Branding, Photo Editing, Layout Principles, Color Theory, Illustration, Typography

Software

Adobe Creative Suite (Expert: Photoshop, InDesign, Illustrator. Beginner: Premiere Pro, After Effects)
Figma, Sketch, HTML, CSS, Keynote, Procreate

Experience

Designer, Marketing—Walmart Connect

San Bruno, CA | Jun 2019 - Present

Design of core communications—including brand marketing, product launches, case studies, sales pitches, thought leadership.

Conceptualize, sketch, and deliver 4 marketing ad campaigns (web, mweb) across 6 publishers. Q3 campaign drove 547 leads, 32,647 website visits (+11%), 7,304 solutions page views (+94%).

Translate complex subjects into compelling visual narratives across print, digital, web, and email. Collaborate with stakeholders to rebrand advertising business—designed one sheets, logos, infographics, display ads, product imagery, and homepage layout delivering wireframes (Sketch) to DevOps.

Designer, Contract—Paint Nite

Somerville, MA | Oct 2018 - Mar 2019

Built a new, differentiated brand identity delivering a unified customer experience across all physical and digital touchpoints.

Produced brand style guide, 70+ illustrations, social media ads, email design, homepage layout (wireframes), event collateral. Developed designs for scalability & reuse across partner venues.

Graphic Designer—Goodwill Industries

Winston-Salem, NC | Oct 2017 - Jul 2018

Led design projects and worked collaboratively with 46 stores and 18 training facilities across 31 counties. Created digital ads, flyers, infographics, social assets, and event collateral. Promoted "Color Me Goodwill" fashion show, sold out event (400+ tickets).

Additional experience

Designer & Artist—Freelance

San Jose, CA | Oct 2015 - Present

Ongoing freelance work for a range of clients and businesses. Graphic design, logo design, illustrations, commissioned paintings.

Graphic Design Intern—Elsewhere Museum

Greensboro, NC | Jan 2017 - Apr 2017

Managed promotion of museum events—produced digital assets, print signage, social media posts, photographed artist residencies.

Graphic Design Intern—Volleyball England

Loughborough, U.K. | Nov 2014 - Jun 2015

Led cross-functional creative projects to generate on-brand materials: textbook design, banner ads, event logos & collateral.