CHELSEA WALLENQUEST

Contact Me

Location: Orlando, Florida
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Portfolio: seaquestcreative.com

Core Skills

- Experience Design & Storytelling
- Brand Systems & Visual Identity
- Service & Systems Thinking
- Executive & Presentation Design
- Cross-Functional Collaboration
- Creative Direction
- Scalable Design Systems
- Workshop Facilitation & Alignment
- Campaign & Marketing Design
- User-Centered Problem Solving
- Digital Design & Responsive Layouts
- Design Operations & Process Optimization

Tools

Adobe Creative Suite • Figma • PowerPoint
Marketo • WordPress • HTML/CSS (basic)

Education

Associate of Arts, Graphic Design
Art Institute of Tampa, 2012

Full Stack Development Certification
University of Central Florida, 2019

Professional Summary

Senior designer with 13+ years of experience building brand systems, executive communications, and customer-facing marketing experiences across SaaS and enterprise technology. Skilled at translating complex ideas into clear, scalable visual storytelling that balances usability, clarity, and impact. Trusted cross-functional partner supporting leadership, marketing, product, and sales teams.

Experience

PowerSchool — Marketing Design Lead

Dec 2020–Present | Remote

- Lead visual strategy for marketing, executive communications, and enterprise storytelling for a $500M+ EdTech organization
- Rebuilt presentation systems used by 1,000+ sales and leadership stakeholders, improving consistency and adoption
- Created scalable templates reducing production time by 30–40%
- Partner cross-functionally with product marketing, sales, and leadership teams
- Develop executive-level presentations for board, C-suite, and internal events
- Translate complex concepts into clear, compelling visual narratives

CentralSquare Technologies — Senior Graphic Designer

May 2019–Oct 2020 | Lake Mary, FL

- Designed multi-channel campaign assets supporting SaaS solutions for 8,000+ public sector agencies
- Led company-wide rebrand across digital, web, and marketing materials within six months
- Built scalable sales enablement materials improving efficiency and brand consistency
- Supported go-to-market campaigns and product marketing initiatives

TH!NK Agency — Senior Graphic Designer

Mar 2013–May 2019 | Altamonte Springs, FL

- Led creative direction for hospitality, retail, architecture, and entertainment clients ($250K–$5M projects)
- Developed brand systems, signage, packaging, and integrated campaigns
- Managed production workflows and vendor coordination with 99% on-time delivery
- Translated client goals into strategic visual solutions across print and digital

BOLD Technologies — Graphic Designer

Jul 2012–Mar 2013 | Orlando, FL

- Produced marketing assets for technology product launches
- Supported brand identity development and rollout across web, print, and events