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 chelsealtdesign.com

EDUCATION

BACHELOR OF ARTS

Media and Public Communication
Purdue University – Fort Wayne
2003 – 2007

AREAS OF EXPERTISE

ADOBE CREATIVE SUITE

- Photoshop
- InDesign
- Illustrator
- Acrobat

MICROSOFT OFFICE

- Word
- Excel
- Powerpoint
- Outlook

AI TOOLS

- Adobe Firefly
- Figma
- Canva
- Chat GPT

GOOGLE WORKSPACE

- Drive
- Docs
- Sheets
- Slides

WORDPRESS

DESIGN EXPERIENCE

PERIODICALS

- Newspaper and magazine

MARKETING COLLATERAL

- Brochures
- Catalogs
- Banners
- Trade show displays
- Mail campaigns

BRAND DEVELOPMENT

- Logos and brand guides

WEB & SOCIAL MEDIA

- Graphics for social media use
- Website graphics

CHELSEA L. ALT

BECAUSE YOUR BRAND DESERVES BETTER THAN CLIPART

I wear many creative hats — designing eye-catching publications, crafting standout marketing materials, and bringing new projects to life. I keep the creative engine running and adapt quickly to ever-changing priorities — all while infusing personality into every project, because great design should never be boring.

EXPERIENCE

THE CATHOLIC DIOCESE OF FORT WAYNE-SOUTH BEND

Web and Print Design Specialist

October 2025 – Present

- Led the full visual redesign of Today's Catholic, establishing a modern masthead and cohesive design system that guided a complete publication refresh and elevated overall brand presentation
- Directed the creation of cohesive marketing, print, and social media assets across diocesan departments, incorporating AI-assisted ideation and content development tools to streamline creative workflows and accelerate campaign production
- Oversaw and produced promotional and campaign materials for multiple diocesan departments, unifying visual identity standards and ensuring consistent execution across all communications platforms

OUR SUNDAY VISITOR

Associate Senior Graphic Designer

August 2013 – October 2025

- Spearheaded design initiatives and creative direction for high-profile projects, including collaborating to design and launch the new national publication, Our Sunday Visitor magazine
- Developed on-brand marketing collateral for print and web using AI-enhanced creative workflows for brainstorming, content refinement, and rapid concept iteration
- Designed book covers and interior layouts for a wide range of publications, contributing to visually compelling products aligned with brand and audience expectations
- Honored with multiple Catholic Press Association awards for design excellence

YMCA OF GREATER FORT WAYNE

Marketing & Communications Specialist

September 2010 – July 2013

- Designed and developed creative marketing collateral for print and digital campaigns
- Directed visual branding and art direction across multiple projects,

AWARDS

CATHOLIC MEDIA ASSOCIATION PRESS AWARDS

- Best Layout of Article or Column (2018, 2021, 2022, 2024)
- Best Front Page (2023)



VIEW MY PORTFOLIO

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