

# Patrick Chalus

**CREATIVE DIRECTOR  
& GRAPHIC DESIGNER**



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[PatrickChalus.com](http://PatrickChalus.com)



## PROFESSIONAL SUMMARY

Creative Director and Graphic Designer with 11+ years of experience delivering strategic marketing, branding, and design solutions. Proven ability to contribute effectively as both a collaborative team member and independent contractor, driving high-impact creative outcomes that strengthen brand identity, solve complex marketing challenges, and support business growth through exceptional digital, print, video, photography, and multimedia deliverables.

## SKILLS & PROFICIENCIES

### Creative

Brand Development, Creative Direction, Art Direction, Concept Development, Typography, Campaign Design, Digital & Print Collateral, Social Media Design, Email & Web Design, Multimedia Production, Photography, Presentation Design, Design Systems, Team Mentorship.

**TOOLS:** Adobe Creative Cloud, Canva, Figma, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD

### Web & Marketing

Email Marketing, Web Design, E-commerce Development, Marketing Automation, Social & PPC Advertising, CMS Management, Landing Pages, Campaign Execution, and Platform Integrations.

**TOOLS:** Builder.io, Constant Contact, Google Ads, HubSpot, Mailchimp, Meta Ads, Shopify, Tockify, Unilog, Wix, WordPress, and Zoho Forms

### Project Management & Coordination

Project Coordination, Workflow Management, Brand Asset Management, Design Review Processes, Team Collaboration, and Stakeholder Communication.

**TOOLS:** Asana, BrandFolder, Google Suite, Ziflow

## EDUCATION

**B.S. Digital Art, University of Oregon** 2014  
Art Minor (Photography Emphasis)

## EXPERIENCE

### Orgill Inc. / Tyndale Advisors

#### **Creative Director & Team Lead Designer** 2022–Present

Led a team of creative professionals in producing high-quality marketing collateral, serving as the primary creative decision-maker for multiple clients. Provided strategic creative direction, designer development, branding, work review, and impactful client presentations.

#### **Senior Graphic Designer** 2020–2022

Created high-quality digital, video, photography, and print solutions, delivering impactful marketing collateral across all mediums. Provided strategic design direction, concept development, and brand-aligned creative execution.

#### **Graphic Designer** 2015–2020

Contributed as a key team member in the design and production of multimedia assets, specializing in email, web, and social media design. Delivered high-quality marketing solutions through effective multimedia design and production across digital channels.