

DENISE CHAUDHARI

www.denisechaudhari.com



Senior Creative & Product Design Leader | EdTech Brand + Strategy

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Visionary Creative Director with 20+ years leading high-performing design teams, shaping creative strategy, and elevating brand identity across EdTech, technology, and global consumer markets. Expert in building cohesive visual systems, directing integrated campaigns, and driving creative solutions that align with business goals. Proven ability to manage cross-functional initiatives, mentor creative talent, and deliver high-impact work across digital, print, product, and event channels.

EDUCATION

Rhode Island School of Design, Providence RI
BFA, Industrial Design

EXPERIENCE

Curriculum Associates, Billerica MA | 2022–Present

Director Brand & Marketing Design - Creative Strategy • Multimedia • Global Team Leadership

Lead creative strategy and visual direction for EdTech marketing design and multimedia teams supporting Curriculum Associates the full i-Ready portfolio, serving 14M+ students and 1M+ educators nationwide.

- Define and evolve visual identity across digital, print, video, and event channels; strengthen visual messaging for consistency and educator resonance.
- Drive creative ideation and integrated campaign development in partnership with marketing, content, and product teams, supporting organization goals.
- Manage and mentor U.S. and international graphic designers, fostering creative excellence, quality, consistency and collaboration.
- Build scalable workflows and asset systems that improved team output by 25%+ and tightened cross-functional alignment.
- Lead creative development of digital and paid assets—including social ads, display ads, email graphics, and web content—contributing to a 346% increase in user engagement and prospect conversions.
- Direct and design event solutions, including booth environments, conference collateral, and interactive experiences that increased engagement by 40%+.
- Oversee for-hire external agencies and freelancers, ensuring work meets brand standards and aligns with evolving creative strategy.
- Implement rigorous QA and brand compliance processes to maintain highest visual standards.

Connected Living, Quincy MA | 2017–2022

Vice President Creative - Creative Strategy • UI/UX Design and Research • Agile

Owned brand identity, creative direction, and product design for a multi-platform tech ecosystem serving 700+ communities and 750K+ users nationwide.

- Directed cross-functional creative, product design, and marketing initiatives across iOS, Android, web, TVOS, and large-format digital signage platforms.
- Led a multidisciplinary team in the creation of cohesive, data-informed campaigns that increased brand awareness and web traffic by 200%+ in six months.
- Collaborated with product, engineering, and marketing teams to ensure alignment of UI/UX, messaging, and visual systems with business and user-experience goals.
- Oversaw creative processes from concept through final production, ensuring efficiency, quality, and brand alignment across all deliverables.
- Provided art direction for video, motion, digital content, and product design to support growth, adoption, and user satisfaction.
- Implemented operational systems, creative workflows, and cross-team processes that improved delivery speed and elevated design quality.

CORE COMPETENCIES

- Brand Development
- Creative Strategy & Campaign Concepting
- Team Leadership & Management
- Cross-Functional Collaboration
- Project & Vendor Management
- Campaign & Asset Development
- Event & Conference Creative

TOOLSTACK

- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - InDesign
 - PowerPoint
 - Acrobat
- Mural
- Figma
- AI-based Creative tools:
 - Midjourney
 - Ideogram
 - Flora AI
 - Perplexity
 - ChatGPT
- Brandfolder
- Sharepoint
- Workfront
- Slack
- Zoom/Microsoft teams

NOA Brands, Lafayette CO | 2013–2017

Senior Creative Director - Art Direction • Client Interface and Interaction • Design Development

Led creative direction, brand strategy, and marketing campaigns for a \$50M+ global mannequin design and fabrication company serving major retail brands including Nike, Athleta, Kate Spade, Target, Gap, and Old Navy.

- Led art direction, campaign concepting, and visual storytelling across global marketing and sales channels.
- Managed a multidisciplinary team, elevating creative quality and aligning visual systems with brand positioning.
- Guided large-scale photo shoots, prototypes, and presentations ensuring brand accuracy and high-impact execution.

EARLY CAREER

XBOX, Microsoft, Redmond, WA

Industrial Design Lead- Contributed to the design and development of the XBOX V1 controller, collaborating with engineering, product, and design teams.

Agency 3 Thirteen, Lafayette, CO

Creative Director/Principal- Led brand, identity, and marketing design for entertainment, consumer, and tech clients.

Shawn Hausman Design, Los Angeles, CA

Contract Designer/Technical Illustrator- Produced technical illustrations and design development work for interior, entertainment, and hospitality projects.

CONTRACT & FREELANCE WORK

Clients: Mattel, Disney, Sony, G4TV, Hasbro, Playskool

Delivered creative design, illustration, and visual development across major consumer entertainment brands.

RECOGNITION & CERTIFICATIONS

AI for Visual Design, Designlab

Prompt crafting, strategic AI visualization, and animation with AI; including hands-on experimentation with multiple AI models.

The Strong National Museum of Play, Rochester NY

XBOX Design Drawings featured in The Strong National Museum of Play's Women in Games Exhibit & Permanent Collection.

WHAT DRIVES ME

- Design that empowers educators and supports student success
- Collaborative, growth-oriented creative culture
- Human-centered visual systems
- Campaigns that strengthen brand trust and move audiences to action