



Natalie Chambers

Art Director | Creative & Brand Design

Contact

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Work Experience

December 2025 - Current

The Pennsylvania Department of General Services - *Digital Director*

- Develops the agency's digital communications program, social media guide, and strategy.
- Set and maintain the agency's artistic direction, ensuring visual and tonal cohesion across web, social, print, and campaign materials, and codify standards through the branding guide
- Lead creative direction and execution of digital communications projects and campaigns, from concept through production, spanning photo, video, and print layout design
- Design and produce digital assets (graphics, video, social content), selecting visual elements to match project tone and audience
- Serves as the agency website editor responsible for approving all content, implementing SEO strategies
- Drive social media strategy and campaigns aligned with brand voice and mission
- Translate web and social analytics into actionable creative and content strategy

March 2023 - December 2025

Governor Josh Shapiro - The Office of Digital Strategy - *Design Associate*

- Produce engaging static and motion graphics for the Governor's social media accounts, and website
- Propose, storyboard, write, film, and animate video projects for the Governor's social media accounts
- Design a wide variety of print materials for both public events and internal use
- Create supplemental materials using the Governor's brand for related entities such as commissions, the Governor's Residence, and other offices within the Governor's administration
- Create engaging and accessible web pages for the Governor's website and state agencies as needed

September 2017 - March 2023

Pennsylvania Continuing Legal Education Board - *In-House Graphic and Web Designer*

- Created print and digital graphics, brochures, website designs, promotional materials
- Worked with clients all over the country to help achieve their branding, marketing, website goals
- Created design solutions to client's specific needs to create a cohesive brand voice and identity
- Programmed websites using HTML, CSS, Javascript to match approved design

Freelance Work

July 2024 - Current (part-time)

Council Ridge Spirits - *Art Director*

- Direct a diverse creative team of 6 to create the branding, voice, visuals, overall look and feel of the start up based on the founder's vision
- Create, write, and manage design materials/assets, website, investor deck, social media assets, and all other visual needs
- Brainstorm and render content for the brand / social media launch

Proficiencies

Adobe Applications:

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro

Other Software:

Figma
Microsoft 360
CMS Platforms, AEM

Education

AAS in Graphic and Interactive Design
Harrisburg Area Community College Harrisburg, PA

BFA in 2-Dimensional Studies
Concentrated in Photography & Printmaking
Lock Haven University Lock Haven, PA