

# CLAIRE LOES

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Senior-level graphic designer with eight years of professional experience with specialization in video and motion design, illustration and branding.

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## SKILLS

- Art Direction
- Print Design
- Branding
- Animation
- Illustration
- UX/UI
- Figma
- Typography
- Photography
- Adobe Creative Suite
- Print Production
- Lightroom
- Project Management
- Video Production
- Social Media
- Marketing Strategy
- Creative Direction
- Video Editing
- Color Management
- Copy writing
- Accessibility Design
- Data Visualization
- Logo Design
- Packaging Design
- Product Design
- Textile Design
- Video Localization
- Apparel Design

## EXPERIENCE

**The Saint Paul Chamber Orchestra**, Saint Paul, MN

March 2023–Present

*Creative Manager*

Art and creative direction for all marketing and social media materials, creation and implementation of a new branding and identity system, creation of identity design guidelines, print design and production. Project management and template design for other employees. Development and execution of marketing strategy, conceptual development and execution of promotional video materials, animation, performance photography, presentation design, design and installation for large-scale posters and promotional materials.

November 2022–March 2023

**MadeDaily**, Minneapolis, MN

*Graphic Designer*

Infographic design, UX/UI for web and mobile, creation of a responsive design system, customer journey mapping, design strategy and conceptual development for presentations, iconography and illustration.

February–September 2022

**Indeed**, Minneapolis, MN

*Graphic Designer*

Animated designs for informational and promotional video, designed and developed concepts and layout for video, design for descriptive video, copy writing for video, design strategy and research, animation and layout design for video, UX/UI, wireframing and customer journey mapping, responsive web design for browser and mobile view, design and presentation of concepts and research to team leaders for review, content creation for social media, translation and localization design for French language video.

June–October 2021

**3M**, St. Paul, MN

*Graphic Designer*

Animated designs for informational and promotional video, designed and developed concepts and layout for video, design for descriptive video, writing and developing storyboards, approval of designs for video editors, communication with clients throughout the design process.

February 2017–Present

**Freelance Graphic Designer**

Branding and identity design, design of brand guidelines and documentation of identity systems, wireframe design for web and mobile applications, motion design, art direction, music video design, photography and image editing, pitch deck design for film and TV, storyboarding for video, video production and editing, design for descriptive video in compliance with Web Content Accessibility Guidelines, copy writing,

## EDUCATION

**Minneapolis College of Art and Design**, Minneapolis, MN

December 2020

Bachelor of Fine Arts in Graphic Design

**Parsons the New School for Art and Design**, New York, NY

August 2014–June 2016

Product Design Candidate for Bachelor of Fine Arts