



Claire Chiarelli
Graphic designer. Pun maker. Go-getter.

☎ 631-834-3125
✉ chiarelliclaire@gmail.com
🖱 clairechiarelli.com
📍 Somerville, MA

Education

State University of New York at Oswego

August 2014 – May 2018

Bachelor of Fine Arts in Graphic Design

Minor in illustration, honors program, 3.45 GPA

Skills

Software

Design: Proficient in Adobe Photoshop, Illustrator and InDesign; Experience with Premiere, After Effects, and WordPress.

Marketing: HubSpot, Canva, Meta Business Suite, and LinkedIn Analytics.

Organization: Google Suite, Basecamp, Teamwork, Slack, and Microsoft Teams.

Design

Branding, brand identity design, illustration, typography, photography, layout, campaign development, data visualization, out-of-home, web design, and animation.

In general

Detail-oriented, organized, optimistic, ambitious. Devoted to projects from concept to completion and a thorough understanding of the client and their objectives.

Awards

Hermes Gold Award 2023, Logo Design

Client: Liberty Hill Public Library

Role: Lead Designer

Hermes Gold Award 2023, Digital Marketing Campaign

Client: Incompass Human Services

Role: Art Director and Designer

Experience

Graphic Designer, Stirling Brandworks

July 2022 – present

Design logos, visual identities, and style guides for brands ranging from libraries to nonprofits to municipalities.

Strategize, design, and write copy for monthly social media content calendars for clients including Waypoint Interactive, Common Trust Federal Credit Union, and NuPath. Analyze organic and paid ad performance.

Conceptualize, art direct and design end-to-end marketing campaigns across social media, websites, email, out-of-home, print, and video.

Junior Art Director, The Boston Group

March 2019 – June 2022

Developed creative concepts, campaigns, and visual identities for innovation brands including Raytheon Technologies, Tufts Friedman School, Nortek, PatientKeeper, Cradles to Crayons, WIN Waste Innovations, and South Shore Bank.

Art directed and designed cohesive campaigns across print and digital media including web banners, social media, landing pages, print ads, out-of-home, and video.

Art Direction Intern, The Fantastical

September – December 2018

Developed innovative concepts, design solutions and executions for clients' advertising campaigns. Clients include Hasbro, Jenzabar, AvYachts, City Year, and Beth Israel Deaconess Medical Center.

Transformed and developed brand identities through elements such as logo, color palette, iconography and typography.

Graphic Design Intern, Pepper Gang *May – August 2017*

Served as one of two designers at a Google Premiere Partner Agency, working with clients in the hospitality, technology and retail industries.

Designed white papers, infographics, informational videos, logos, icons and other graphic assets to help clients increase sales.

Illustrated and branded a line of Christmas sweaters, Get Ugly Sweaters, from concept through production, which has sold globally and has made appearances in Cosmopolitan and Netflix.