



**claire chiarelli**  
*graphic designer. pun maker. go-getter.*

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📍 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

### **Involvement**

Choreographer, Del Sarte Dance Club; Peer Minister, Hall Newman Center; Teacher's Assistant, Intro to Digital Media course; Photographer, The Oswegonian; Volunteer, Habitat for Humanity

## Skills

### **Software**

Proficient in Adobe Photoshop, Illustrator and InDesign; Microsoft Word, Powerpoint, Outlook, Teams. Experience with Premiere, After Effects, and HTML/CSS.

### **Design skills**

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

## Experience

**Junior Art Director, The Boston Group**  
*March 2019 – present*

Developed creative concepts and campaigns for innovation brands including Raytheon, Nortek, PatientKeeper, and Aerospace Industries Association.

Art directed and designed identities for brands and their campaigns, including Cradles to Crayons, Goodbye UTI, and Raytheon.

**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.

**Art Director and Public Relations Co-Coordinator, Hall Newman Center** *December 2015 – May 2018*

Designed fresh brand identity for SUNY Oswego's campus ministry community to shift our image, reflect market research and outreach goals, and establish a campus brand personality.

Designed print materials, digital signage and social media graphics for outreach campaigns that drew in a diverse body of new students and increased members' sense of belonging.

**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.

**Photography Instructor and Bunk Counselor, Pine Forest Camp** *June – August 2015*

Prepared and implemented daily photography-related games, activities and lesson plans for children ages 7 to 15 to increase student knowledge on foundations of digital art.