

chloe mae

hello,

I'm a passionate, hard-working, and motivated graphic designer working to create quality work from conceptual ideas to bring life into a brand, I've been able to help bring all the little sparks to life. My creative passion has created work that ranges from soft and fluid to bright and bold designs. Kind of like me!

education

Kendall College of Art and Design

Graduated in December 2021

Bachelor of Fine Arts, Graphic Design

University of Denver

September 2023 -

Master of Arts, Marketing Communications

achievements

ADDY Award Winner in Packaging & Advertising Poster, 2021

President's List at KCAD, *Spring 2019 – Fall 2021*

Dean's List at U of M-Flint, *Fall 2017 – Fall 2018*

Student Art Show at U of M-Flint, *Spring 2018*

Theta Phi Alpha New Member Educator, *Spring 2018 – Fall 2018*

Attended Theta Phi Alpha National Convention, 2018

Attended Undergraduate Inter-Ferternal Institute (UIFI), 2018

Blue Print Attendee at U of M-Flint, *Fall 2017 – Fall 2018*

GPA Awards in Greek Life at U of M-Flint, *Fall 2017 – Fall 2018*

skills

Concept Development
Package Design
Print Management
Creative Art Direction
Creative Strategy
Digital Media Design
Project Management

software

Adobe Creative Cloud
Sketch
Asana/Monday.com
Microsoft Suite
Wordpress/Shopify
Slack, Zoom, & Teams
Google Analytics & Drive

experience

Schupan

Marketing/Graphic Designer - Remote

April 2022 – Present

Creating 75% of the marketing materials for the 7 business units and corporate needs.

Managing 3 social media platforms with a minimum of 3 posts a week.

Worked to create a more organized workflow for project management purposes.

Created tradeshow signage, handouts, and presentations for panels.

Collaborating with outside vendors to complete final products of designs.

Building templates for presentations, social media, newsletters, and more regular materials.

Crafted transportation wraps for our sustainability service that has been seen by more than 1 million people per year.

Created statewide campaign to help increase redemption rates for the state of Michigan called "Take 'em Back" which included a landing page, social media, and brand identity.

Consulting with new website development team for corporate and employee resources.

Mitten Outdoor

Graphic Designer - Remote

April 2022 – Present

Created 90% of the visual identity, packaging, apparel, website, and other marketing materials.

Managing 4 social media platforms with 5 or more posts per week.

Coordinated with a market testing company to help re-identify our target audience to help shape strategy for social media, website, and future endeavors.

Conceptualizing new products with development team.

Haviland Enterprises, Inc

Marketing Intern

June 2021 – November 2021

Published ads in digital and print formats.

Created and updated internal and external literature.

Consulted on new website design and graphics.

Created E-blast graphics for outbound marketing to businesses and consumers.

Photographed products and company employees for ads, social media, and internal use.

Experience working with vendors for printing, merchandise, and tradeshows.



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