

CLARE LEI

GRAPHIC DESIGNER

CONTACT

📞 928-642-8769
✉ ClareLeiCreative@gmail.com
📍 Prescott Valley, AZ
🌐 www.ClareLeiCreative.com

EDUCATION

YAVAPAI COLLEGE

Associate of Applied Science
Graphic Design

DESIGN SKILLS

Ad Design
Adobe Creative Suite (InDesign, Illustrator, & Photoshop)
Attention to detail
Basic HTML & CSS
Brand Development
Content creation
Content Management Systems (CMS)
Copywriting
Design Principles (Color Theory & Typography)
Digital Printing
Logo Creation
Market Research
Photo Editing
Project Management
Product Design
Search Engine Optimization (SEO)
Social Media (Management, Strategy, Campaigns, etc.)
Wix Website Design

EXPERIENCE

GRAPHIC DESIGNER & SOCIAL MEDIA SPECIALIST

Pixel Parfait - Shared Drive

April 2023 - Present

- Designing marketing materials such as brochures, flyers, banners, and advertisements that effectively communicate brand messages.
- Ensuring consistency in brand identity and visual elements across all marketing collateral.
- Contributing to brainstorming sessions and offering innovative design ideas to enhance overall marketing efforts.
- Managing client projects from inception to completion, ensuring deliverables are met on time and within budget.
- Developing and implementing comprehensive social media strategies aligned with the brand's goals and target audience.
- Creating and curating engaging content, including posts, articles, and multimedia, for various social media platforms.
- Analyzing social media performance metrics and generating reports to track the success of campaigns.
- Translating conceptual ideas into visually appealing designs for various print and digital media.
- Creating logos, illustrations, and layouts that convey brand messaging and aesthetics effectively.

OWNER

Clare Lei Creative

2021 - Present

FREELANCE GRAPHIC DESIGNER & ACCOUNT EXECUTIVE

Northern AZ Social

July 2021 - April 2023

- Collaborate with other graphic designers, marketers, business analysts, writers, and programmers to create successful products, campaigns, or websites
- Study design briefs and determine requirements
- Identify the best ways to illustrate and communicate clients' vision while complying with design best practices
- Select colors, images, typography and layout for communication materials, including websites, logos, signs, books, magazine covers, annual reports, advertisements, and social media posts
- Produce drafts for client review and make revisions based on feedback received
- Schedule, create and distribute written content, video and images that increase brand awareness across social media platforms each month

CLARE LEI

GRAPHIC DESIGNER

SOFT SKILLS

Adaptability
Attention to Detail
Bookkeeping (QuickBooks)
Collaboration
Critical Thinking
Customer Service
Data Entry
Leadership
Problem Solving
Project Management
Self-motivation
Microsoft Office Software
Time management

EXPERIENCE CONT.

SOCIAL MEDIA CONTENT CREATOR & MANAGER

Undone and Uncensored

April 2022 - April 2023

- Using social media marketing tools to create and maintain the company's brand
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing the client of changes that are relevant to the company's marketing activities
- Planning and developing social media campaigns
- Wrote content for all marketing material
- Posting content across social media accounts
- Evaluate running campaigns

FREELANCE GRAPHIC DESIGN & LOGO CREATION

Sentinel Security

June 2021

- Designed, developed, and delivered logo art to client according to specifications
- Launched brand identity for client, including logo development, color schemes and font selection.

FREELANCE WEBSITE DESIGN

Cathey Rusing for Prescott City Council

February 2023

- Cooperated closely with the marketing team to establish project scope, interaction guidelines, and project time lines
- Worked independently on conceptualizing website design and optimization.
- Performed routine updates, upgrades and overall maintenance of website

MARKETING ASSISTANT

Yavapai College

January 2021 - June 2022

- Social media planning, campaign creation and execution.
- Created and posted social media content to include marketing copy, photographs and videos.
- Digital photography requests, including taking photos of campus people, events and spaces and fulfilling requests for photos available in our galleries.
- Administrative tasks including, but not limited to, tracking earned media, social media reports, signage creation and signage posting.