



**CLAIRE FRIELING**

**Claire Louise Design.LLC**

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## BACKGROUND

Lead Graphic Designer and Art Director with sixteen years experience and the ability to work under pressure. Takes projects through from concept to completion, including research, brainstorming, photoshoots, design and production. Creative vision, superb communication and organizational skills, an excellent team leader.

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## WORK HISTORY

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### FREELANCE (06/2001 - present)

#### COMPANIES (latest on top)

- Shiraleah Chicago
- Arbor Restaurant
- Autre Monde Cafe and Spirits
- Chicago Caribbean Film Festival
- Pops for Champagne
- DuPuis
- Navy Pier
- Alley Cat Decor
- Fantastic Sam's
- Tukaiz
- Stevens & Tate
- Tru Fragrance
- General Growth Properties
- Schawk!
- Elite Communications
- Claire's Accessories
- OfficeMax
- ULTA Beauty
- Edamame Inc.
- Blue Chip Marketing
- John & Low
- Chicago Transit Authority
- Aspen Marketing Services
- Disruptive Ltd.
- TWBA Worldwide
- Wunderman EMEA Headquarters
- Weber Shandwick Advertising Agency
- Arcadia Group Ltd
- Harrods
- Emap

#### BRANDS

- Atkins
- Frito Lay
- Stacy's
- Redbox
- USO
- WGN Radio
- NJOY
- Levy Restaurants
- Walgreens
- Kmart
- BioMérieux Website
- Proctor & Gamble
- ALDI
- Qwest
- Gear4
- CarLand
- Mercedes-Benz
- Coca-Cola
- Dorothy Perkins
- Principles
- Topshop
- New Woman Magazine
- FHM Magazine

#### AREAS OF EXPERTISE

- Advertising
- Apparel Design
- Brand Identity
- Brochures
- Catalogs
- Copywriting
- Direct Mail
- Email Marketing
- Environmental Graphics
- Gift Cards
- Illustration
- Invitations
- Large Format
- Logos
- Magazines
- Marketing
- On-Premise
- Packaging
- POP
- Photography
- Photo Shoots
- POS
- Print
- Production
- Retouching
- Shopper Marketing
- Menus
- Social Media
- Typography
- Web Design

## **FULL TIME POSITIONS (06/2001 - 2/2014)**

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### **Lead Designer for Madden Communications - InHaus MillerCoors Team (3/2013 – 2/2014)**

- Led a team of four designers in the creation of POS Advertising for MillerCoors Beer and Cider Brands
- Concepts, Design and Production including pre-flight and pulling proofs
- Working closely with MillerCoors Account Executives to take briefs and ensure requirements were met
- Responsible for creating schedules, assigning and overseeing projects, maintaining and teaching brand standards, developing and maintaining an efficient creative server structure and proofreading

### **Cradle Holdings - London, UK (5/2004 – 7/2005)**

- Luxury perfume and beauty brands, Penhaligon's, L'Artisan Parfumer and Erno Laszlo
- Graphic Designer & Artworker for the Marketing, Retail and Product Design teams
- In-store graphics, POS, POP, packaging, advertising, email promotions and company newsletters
- Working with worldwide manufacturers to insure that production was of the highest standard
- Visiting printers to check color and quality on packaging

### **Freeman's Fashion Catalog - London, UK (7/2001 – 5/2004)**

- Graphic Designer & Art Director for the Creative Services, PR and Marketing departments
- Advertising, direct mail, newsletters, magazines, stationary, leaflets and brochures, invites and PR
- Attended trend presentations and researched competitors
- Commissioned models, styled and art directed photographic shoots

## **EDUCATION**

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- University for the Creative Arts, Epsom, England. Graduation 7/ 2001
  - BA Honors Degree in Graphic Design - (2:1)
  - RSA Desktop Publishing Certificate in Quark Xpress – 6/2000
  - Foundation Studies in Art and Design - (Distinction) – 6/1998

## **COURSES**

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Adobe Dreamweaver CS5 Level 1: Adobe Certified, Assertiveness at work, Effective presentations, Time Management, Web Design for Creative Business, 10 steps to Entrepreneurship, NLP for Business (Neuro-Linguistic Programming), Color in Design, Aquent Coding for Designers.

## **COMPUTER SKILLS**

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Expert in the Creative Suite: InDesign, Photoshop, & Illustrator. Skilled in Dreamweaver and WordPress. Understands HTML and CSS principles. Skilled in Microsoft Word, Pages, PowerPoint and Excel.