

# CHLOE WOLFE

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## SUMMARY

Creative visual designer with a strong background in building scalable design systems, ensuring brand consistency, and supporting internal communications across tech organizations. Adept at aligning visual output with strategic goals and enhancing team efficiency through thoughtful design operations.

## SKILLS

Visual Design, Branding, Web Development, UX/UI Design, Art Direction, Brand Identity, Design Systems, Graphic Design, Digital Marketing, Creative Strategy, Presentation Design, 3D Design

## TOOLS

Figma, Google Slides, PowerPoint, Keynote, Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects), Miro, Confluence, Jira, Notion, Webflow, Wordpress, Hubspot, Braze, Blender

## EXPERIENCE

### Visual Designer - Meta

Remote | Apr 2024 - Apr 2026 (Contract)

- **Experiential Design for Events:** Conceptualize and execute mini brand systems for internal events and product launches, managing confidential content and vendor relationships to deliver cohesive branded materials.
- **Cross-Functional Production:** Develop creative briefs and collaborate with agencies to produce campaign assets, then coordinate internal teams to implement and integrate deliverables across multiple workflow outputs.
- **Visual Support for Product Development:** Contribute to every stage of the product development process (PDP) by designing visually compelling research artifacts, user journey visuals, and case studies that elevate storytelling and drive alignment at development gates.
- **Internal Communication Strategy:** Create visual assets and resources that support internal culture, drive transparency, and keep teams informed and inspired through visually engaging storytelling.
- **Template Systems:** Develop scalable libraries of branded templates for presentations, reviews, and internal assets—boosting design efficiency, enabling customization, and reducing turnaround time across teams.

### Visual Designer - Branch Messenger, Inc.

Minneapolis, MN | Remote | Mar 2020 - Nov 2023

- **Strategic Collaboration:** Led cross-functional teams to create original content and execute B2B and B2C campaigns, ensuring a cohesive brand identity across digital, print, and experiential touchpoints.
- **Brand Cohesion:** Managed and executed website development alongside four rebranding initiatives, utilizing structured methodologies to align all platforms with refreshed brand elements and messaging.
- **Trade Show Success:** Conceptualized and produced three modular trade show booths, leveraging advanced 3D design skills and vendor communication to elevate brand visibility and attract leads.
- **Web Management:** Efficiently managed the design, construction, and maintenance of multiple B2B and B2C websites, optimizing design systems and CMS platforms for improved efficiency and cost reduction.

### Print Technology Specialist - MCAD

Minneapolis, MN | 2017 - 2020

- **Efficient Operations:** Managed and mentored over a dozen student staff on cost-saving printing techniques, fostering self-sufficiency, skill development, and introduced Slack for enhanced team communication.
- **Collaborative Partnerships:** Ensured the success of print-based courses by coordinating with various stakeholders and departments on budgets, project schedules, and curriculums.

### VR/Graphic Designer - Visual VR Inc.

Minneapolis, MN | 2016 - 2017

- **Immersive Experiences:** Created 3D environments and graphics in collaboration with developers to optimize application performance.

## EDUCATION

### BFA, Web and Multimedia Environments

Minneapolis College of Art and Design, Class of 2016