

# CLAIRE MARTIN

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*Conceptual, mission-driven graphic designer who specializes in story-driven brand systems and user centered digital experiences. Adept at managing fast paced production cycles, collaborating across departments, and producing high quality digital and print assets.*

**FOCUS AREAS:** Brand Identity, UX/UI Design, Marketing, Visual Storytelling, Photography, CMS, Social Media Content Creation

## EDUCATION

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Master of Fine Arts in Design | **CALIFORNIA COLLEGE OF THE ARTS** May 2024  
Concentration in Graphic Design

Bachelor of Arts in Gender Studies | **BUCKNELL UNIVERSITY** May 2021  
Minors in Studio Arts and Arabic  
Honors: Magna Cum Laude, Phi Beta Kappa

## EXPERIENCE

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Design & Marketing Manager | **RAD FUTURES FOUNDATION** July 2024 - June 2025

- Developed an original brand identity system from inception alongside the Creative Director, including logo lockups, color palette, typography, photo guidelines, and iconography to establish a cohesive visual language for the foundation.
- Produced rapid turn-around digital assets including social content, website graphics, email templates, and presentation decks to support ongoing campaigns, ensuring brand consistency.
- Designed and launched a responsive, accessible website, using UX/UI practices to create wireframes and layouts optimized for mobile and desktop viewing.
- Supported fast-paced social and marketing content production, collaborating the marketing team in weekly content meetings to generate concepts, deliver assets, and iterate designs on tight timelines.
- Managed multiple design workflows simultaneously, presenting work to leadership and iterating on designs adhering to tight deadlines.

Graphic & Website Designer | **FREELANCE** April 2023 - May 2024

- Designed and developed custom websites for small businesses, organizations, and personal brands.
- Met regularly with clients to present ideas, design concepts, and final deliverables, collaborating closely to refine creative direction through iterative feedback.
- Developed and launched client websites using accessible UX design principles and CMS platforms, streamlining client operations.
- Integrated booking systems and workflow features into client websites, improving user experience and increasing online appointment bookings.

Graphic Designer | **HIVECLASS** March 2022 - April 2023

- Co-led a rebranding of the company, through the creation of a new visual identity, including typography, color, imagery, and graphics to drive a new bold, energizing brand presence.
- Collaborated on the digital redesign of product platforms and company website.
- Executed high volume digital asset production, including social graphics, marketing emails, event materials, and web content within tight production cycles.
- Helped drive their subscriber list growth rate by over 18% within the scope of a year.
- Implemented a design request workflow system to streamline asset production and improve cross-departmental project management.

## SKILLS

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**DESIGN TOOLS:** Adobe Creative Suites (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Klaviyo, Miro

**DEVELOPMENT:** HTML/CSS, Javascript (Proficient)

**BUSINESS TOOLS:** Microsoft Word, Microsoft Excel, Microsoft Powerpoint