

# Claire Myers

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clairemyersdesign.com

Award-winning designer and art director passionate about bringing out brands' best, authentic selves to genuinely connect with consumers. Experienced in generating exceptional client results in diverse, cross-functional environments. Curious, analytical, and skilled at combining strategic and lateral thinking to deliver the right solution to complex brand challenges.

## Awards

### Gold Vetty Award · 2023

The Vetty Awards for marketing excellence in animal healthcare

### Shorty Awards Finalist · 2024

International competition for work in digital and social media

### Best Creative · 2022

RAPP Worldwide Web3 Slam Hackathon Competition

### Team of the Year · 2018, 2022

Barefoot Performance Awards

## Notable Clients

Elanco · Cincinnati Children's Hospital  
Bayer · P&G · Harvard Business School  
Snapple · Rug Doctor · Kotex · WNBA  
Superbowl Host Committee · Roche

## Tools

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Sketch
- Figma
- Miro
- HTML & CSS
- Microsoft Office
- Presentation tools
- After Effects (familiar)

## Skills

- Graphic design
- Art direction
- Brand identity
- Illustration
- Campaign development
- UX design
- Wireframing
- Storyboarding
- Simple animation
- Research
- Presenting
- Cross-functional collaboration

## Education

### University of Cincinnati, DAAP

Cincinnati, Ohio

Bachelor of Science in Design  
Summa Cum Laude

## Experience

### Organic (merged with Barefoot in 2023), Cincinnati, Ohio

Senior Experience Designer · 2018–2023

Conceptualized and designed omni-channel advertising campaigns plus digital, print, social, video, e-commerce, and experiential communication solutions for clients including Bayer Crop Science, Elanco Animal Health, and Cincinnati Children's Hospital. Shaped visual identity and positioning of major petcare brands. Assisted with casting and art direction for video and photo shoots. Regularly collaborated with and sold concepts to clients. Led the design team as art director in the successful re-brand and launch of Tru Vaccines. Pushed for breakthrough creative as designer and art director on Elanco awareness campaign resulting in over 1.3 billion social media views, a 65% increase in online video click-through rate, and a Gold Vetty Award for excellence in animal healthcare marketing. Regular recipient of monthly employee recognition awards, including "Makes the Work Better," "Is a Hand Raiser," and "Presents Well."

### Simon Property Group, Indianapolis, Indiana

Digital Designer · 2014–2017

Designed and executed visual solutions for digital marketing campaigns across desktop, mobile, email, and social media platforms while managing content and design of Simon's extensive network of websites. Led design team in responsive redesign of shopper-facing website that improved both consumer and back-end user experience. Designed and implemented gift card campaign that resulted in 500% increase in gift card sales.

### CBX, New York, New York

Graphic Design Co-op, full time · 2013

Finalized and contributed to the in-store and packaging design of a wide range of consumer goods including Rug Doctor, Kotex U line, and Snapple. Gained experience in brand strategy by participating in concept and product naming sessions.

### Stoltze Design, Boston, Massachusetts

Graphic Design Co-op, full-time · 2013

Participated in design of a variety of identity, logo, and publication projects. Strengthened and extended the Harvard Business School brand by creating suites of materials for major sub-branded events. Worked extensively on brand guidelines and mascot illustrations for Williston Northampton School.

### Rockwell Group, New York, New York

Graphic Design Co-op, full-time · 2012

Designed presentations, invitations, packaging, and logos. Sought out by strategy team for unique perspective to create logo for a high-profile Chinese hotel chain. Assisted in exhibit design and rendering concept sketches. Conducted extensive image research for exhibits and set design projects.

### Innovative, Indianapolis, Indiana

Graphic Design Co-op, full-time · 2011, 2012

Designed presentation elements and set for global diagnostic company's annual sales meeting. Balanced client's personality and professional needs to create brand for Indiana Fever MVP Tamika Catching's fan site. Presented to clients on projects as primary designer.