

CLAIRE GIFFEN

design

contact



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831.917.9156
Denver, CO

education

UNIVERSITY OF SAN FRANCISCO

B.A. in Design, Minor in Fine Arts
San Francisco, CA | May 2016

RHODE ISLAND SCHOOL OF DESIGN

Continuing Education, Summer Institute
for Graphic Design Studies
Providence, RI | Summer 2015

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Early College Program,
Digital Color Photography
Chicago, IL | Summer 2011

skills

Adobe Creative Suite
Canva Pro
Figma & Miro
Mailchimp & Hubspot
Monday.com & Asana
Google Workspace
Microsoft Office
Klaviyo & Wordpress

expertise

Content creation & creative direction
Logo & brand identity
Collateral & layout design
Packaging design
Digital marketing design
Photography & editing
Illustration & hand lettering

profile

Seeking opportunities in branding, packaging, creative direction, and photography where I can employ my creative expertise and strategic mindset to elevate brands and create compelling design solutions.

experience

CLAIRE GIFFEN DESIGN

Designer, Creative Director, Photographer
Denver, CO | October 2022 - present

Established a freelance graphic design, creative direction, and photography business specializing in working with socially-conscious companies. Specializing in print design, packaging design, digital marketing design, swag designs, photography assistance, and art direction.

VIVINO

Brand Designer, Marketing
San Francisco, CA | April 2022 - September 2022

Led brand creative and art direction for global marketing campaigns, overseeing the design and management of assets across different channels and deliverables to maintain brand consistency. Actively contributed to the development and evolution of the company's visual brand identity.

Production Designer, Marketing

San Francisco, CA | May 2021 - April 2022

Supported all production design needs for global and local marketing, including layout creation, asset repurposing, template development, and optimizing imagery for various platforms. Responsibilities also included image retouching, aligning work with provided briefs, and asset production across digital, print, and video touchpoints.

ELEMENT SCIENCE

Communication Designer, Design & UX
San Francisco, CA | July 2020 - May 2021

Contributed to the development of branding and packaging design for the launch of a life-saving product. Lead creative direction of instructional videos and executed the redesign of extensive instruction manuals and print materials intended for use by patients and hospitals.

UNIVERSITY OF SAN FRANCISCO

Visual Designer, Marketing Communications
San Francisco, CA | January 2017 - July 2020

Designed marketing materials for the University, including postcards, brochures, external-facing banners, and environmental graphics. Managed the December 2019 issue of USF Magazine and designed online editions of the publication.

CAITLIN FLEMMING DESIGN

Freelance Designer & Photographer
San Francisco, CA | ongoing since 2012

Undertook various design and photography tasks for Caitlin Flemming Design, including book proposal, promotional materials, and creation of endpaper patterns and symbols for books *Travel Home* and *Sense of Place*. Curation of Pinterest content, and photography and editing of workspaces, tabletops, and products for her blog.