



## CLAIRE KIRSCHHOFFER

claire.kirschhoffer@gmail.com  
608 333 4616

## EDUCATION

### COURSERA CERTIFICATION

Visual Elements Of User Interface Design  
Certification Date: 2019

### BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

University Of Wisconsin Stevens Point  
Graduation: May 2013

### STUDY ABROAD COURSE IN ITALY:

The History Of Art And Design  
Course Date: June - July 2013

Studied and toured the country visiting significant historic sites created written works, drawings, and photographs.

## INVOLVEMENT

Girls On The Run Coach 2017-Present

Legendary Lake Mills Main Street Program Volunteer 2022

AIGA Wisconsin Member

AIGA Wisconsin Student Mentor

Ignite Portage County Volunteer 2012-2013

## EXPERIENCE

### LEAD DESIGNER | TREO WELLNESS - JOHNSON HEALTH TECH NORTH AMERICA

2022- PRESENT

A team of one, on a startup brand within a leading global fitness equipment and experience manufacturer. My responsibilities include project management start to completion. Oversee all creative work including but not limited to: branding, tradeshow and B2B/B2C marketing, SASS and Native Apps UI, social media, basic motion graphic/video, presentations, and package design.

### FREELANCE DESIGN | SO CREATIVE

2014-PRESENT

Design work created for a variety of clients. Most commonly branding, apparel, and event promotion. Occasional website design, vehicle decals, photography, brochures and fliers. Promotional product curation and branding, restaurant menu design, signage for office interior and exterior, and book covers for two series for a local author.

### GRAPHIC DESIGNER | DCI MARKETING

2019-2022

Primary workload focused on the design, layout, and communication with contributors, editorial team, and client for Subaru's branded print and digital publication, *Drive* Magazine.

Digital banners, mock-ups, and how-to guides were created and maintained for the Subaru Ambassador app and website.

As a part of the marketing team, support was given for other clients in the auto, beauty, and retail industry with various print production duties or marketing materials promoting DCI products internally/externally. I lead the creation of a social media calendar and designs of posts put out on multiple channels.

### JR CREATIVE DIRECTOR | CANDOREM

2016-2019

Lead Designer and Junior Creative Director at an award winning agency. Primary workload consisted of strategic marketing and web design, with a heavy focus on the user experience. Created wire frames and web designs for clients. Other work design: menus, brochures, web banners, signage, shirts and more. Assisted with communication with clients and project management.

## EXPERIENCE CONT'D

# ***/ AWARDS, ARTICLES, EXHIBITIONS & SHOWS***

2020 FOLIO Awards - Subaru Drive Magazine  
2021 Content Marketing Awards - Subaru Drive Magazine  
2022 Content Marketing Awards - Subaru Drive Magazine  
ADDY Silver Awards 2017, 2018, 2019  
ADDY Gold Awards 2019  
.NET Magazine Featured Designer 2018

## ***SELECTED WORKS FEATURED IN:***

Alumni Art and Design Show 2015  
Interior Architecture & Graphic Design Alumni Show 2014  
Berkshire Hathaway Flying Colors Photo Contest 2014  
Annual Juried Exhibition Fall 2012  
2011 - 2013 Annual Student Juried Exhibition  
Foundations Level Student Exhibition 2010

## ***/ CONTRACTOR* AMERICAN FAMILY INSURANCE 2015**

Designed pages for the monthly publication, All American Magazine. Created web banners, icons, and infographics for the internal employee web page. Designed logos and event promotional materials for a variety of conferences.

## **GRAPHIC DESIGNER** SENTRY INSURANCE 2013- 2015

Responsible for designing a variety of media for Sentry Insurance and its affiliate corporate brands: @1800 Restaurant, SentryWorld Golf Course, and PJ's - SentryWorld. Materials designed such as but not limited to brochures, invitations, signs, forms and photographing events. Designed wire-frames and visual elements and then applied them across all systems in mobile and desktop form.

## **MARKETING COMMITTEE** IGNITE LEADERSHIP NETWORK OF PORTAGE COUNTY 2014- 2015

Coordinated and marketed events to young professionals in Portage County. As a team, we organized networking events, volunteering opportunities, and leadership discussions.

## **GRAPHIC DESIGNER** THE BOYS AND GIRLS CLUB OF PORTAGE COUNTY 2013- 2015

Designed graphics, newsletters, banners, and other materials used throughout the club for events, promotions, and signage.

## **LEAD DESIGNER** ULTRATEC, CAPTEL COMM. 2013- 2014

Designed icons, backgrounds, and all interface materials for the company's first touch-screen captioning phone for the deaf and hard of hearing.