



CLAIRE KIRSCHHOFFER

Art Director | Creative Director | Senior Designer

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ABOUT

Creative leader with 10+ years of experience directing brand strategy, creating design systems, and cross-channel storytelling for national brands in fitness, automotive, tech, lifestyle and insurance industries. Skilled in managing full-cycle creative projects from concept to execution across print, digital, and experiential platforms. Passionate about building cohesive visual identities that inspire action and elevate brand presence.

CORE EXPERTISE

Brand Identity | Art Direction | Creative Strategy
UX/UI Design | Campaign Development | Motion & Video
Cross-Functional Collaboration | Content Marketing
Leadership & Mentorship | Project Management

EDUCATION

CERTIFICATIONS

- Foundations of User Experience Design Google UX
- Visual Elements Of User Interface Design Coursera

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

University Of Wisconsin Stevens Point

STUDY ABROAD COURSE IN ITALY

The History Of Art And Design

EXPERIENCE

SENIOR CREATIVE DESIGNER

TREO WELLNESS, SYNC LYNC

JOHNSON HEALTH TECH NORTH AMERICA

2022- PRESENT

- Sole designer leading and executing creative for two startup brands within a global fitness company.
- Define and execute brand identity across digital, print, and environmental applications.
- Direct UI/UX for SaaS and native apps, ensuring alignment with marketing goals.
- Oversee campaign design for trade shows, social, and B2B/B2C marketing channels.
- Manage vendors and coordinate project timelines from concept through delivery.
- Direct and capture in-house product photography and video concept. Oversee storyboards and creative direction for external photo and video vendors.

FREELANCE DESIGN SO CREATIVE

2014-PRESENT

- Lead creative for diverse clients in branding, apparel, website creation and event promotion.
- Develop visual systems, promotional materials, and brand collateral.
- Provide creative consultation and art direction across media channels.

GRAPHIC DESIGNER DCI MARKETING

2019-2022

- Created and executed the full design and layout for Subaru's branded print and digital publication.
- Partnered with editorial and client teams to maintain visual integrity and storytelling.
- Created digital assets and social campaigns to extend brand engagement online.

JR CREATIVE DIRECTOR CANDOREM

2016-2019

- Directed creative strategy and UX/UI design for award-winning digital campaigns.
- Oversaw visual direction and project management.
- Awarded multiple ADDY Awards for excellence in creative execution; solo and as a team.

INVOLVEMENT

Women's Employee Resource Group Co-Chair
(2023- Present)

Girls On The Run Coach (2017-Present)

Legendary Lake Mills Main Street Program Volunteer

AIGA Wisconsin Member (2009-2016)

AIGA Wisconsin Student Mentor (2017)

Ignite Portage County Volunteer (2012-2013)

AWARDS, ARTICLES, EXHIBITIONS & SHOWS

FOLIO Awards, Subaru Drive Magazine (2020)

Content Marketing Awards (2021, 2022)

ADDY Gold & Silver Awards (2017-2019)

Featured Designer, .NET Magazine (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

EXPERIENCE CONT'D

CONTRACTOR AMERICAN FAMILY INSURANCE 2015

- Designed editorial layouts for All American Magazine, a monthly employee publication.
- Created web banners, icons, and infographics for the internal employee website.
- Developed logos and event branding for conferences and corporate communications.

GRAPHIC DESIGNER SENTRY INSURANCE 2013- 2015

- Designed marketing materials for Sentry Insurance and its affiliate brands including @1800 Restaurant, SentryWorld Golf Course, and PJ's - SentryWorld.
- Produced a wide range of deliverables including brochures, invitations, signage, and event collateral.
- Designed wireframes and digital UI elements, ensuring consistent brand experience across web and mobile platforms.
- Supported on-site event photography and visual documentation initiatives.

LEAD DESIGNER ULTRATEC, CAPTEL COMM. 2013- 2014

- Led visual design for the company's first touch-screen captioning phone for the deaf and hard of hearing.
- Designed icons, interface backgrounds, and all UI elements to enhance accessibility and clarity.
- Collaborated with engineering and product teams to align design solutions with user needs.