

# CHLOE WARD

MULTIDISCIPLINARY DESIGNER

PORTFOLIO: [www.chloewarddesign.com](http://www.chloewarddesign.com)

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Minneapolis-St. Paul Area

## EMPLOYMENT HISTORY

### Studio MLM, Menomonie, WI (September 2022 - Pres.)

#### • Graphic & Web Design (February 2023 - Pres.)

- Curated brand identities for businesses of varying scale and industry
- Performed routine security and general maintenance of 20+ Wordpress websites to ensure engagement in web best practices
- Prepared wireframes, sitemaps, and other digital design tools to prepare the design team to create a successful product
- Created visual designs, prototyped UI kits and built websites to responsive and accessible on a variety of web-builder platforms
- Established brand identity standards and maintained integrity of standards throughout branded materials
- Created high-quality deliverables on strict deadlines while balancing project workloads from multiple clients
- Collaborated with internal and external design and development teams to create excellent products and experiences

#### • Graphic & Web Design Intern (September 2022 - February 2023)

- Collaborated with and contributed to an inter-disciplinary team, including but not limited to brand, packaging, digital (web design and UX/UI design), and brand strategy
- Developed and refined visual design concepts and saw them through production
- Edited and resized print and digital materials as needed

### Cambria Surfaces, Eden Prairie, MN (May - August 2022)

#### • Creative Design Intern

- Assessed usability issues of internal photo management application by conducting surveys and interviews with end users
- Designed a new photo management application based on findings from user research to streamline the daily duties of market representatives; then built a working prototype and collaborated with a development team to determine a plan for execution.
- Assisted creative department with the production of digital and print collateral
- Conceptualized and produced a wide range of internal marketing materials

### Sargento Foods Inc., Plymouth, WI (May - August 2021)

#### • IT Digital Workplace Intern

- Designed and built 30+ branded templates to drive forward internal communications efforts within use of digital signage systems
- Collaborated with internal communications, human resources, and information technology teams to deduce the best solution for prominent signage issues

## EDUCATION

### University of Wisconsin - Stout

B.F.A. Graphic Design and Interactive Media (Graduated Cum Laude. 3.6 GPA)

Concentration in Interaction Design

Minors in Studio-Printmaking & Art History

## SPECIALTIES

Digital Design  
Web Design  
Production Design  
Brand Identity  
Packaging Design  
Advertising Design

## SOFTWARE PROFICIENCIES

### Adobe CC + Prototyping

Illustrator, Photoshop, After Effects, XD,  
Acrobat, Premiere Pro, Figma

### Digital Workplace

Microsoft Office, G-Suite, Adobe  
Workfront, Monday

### Web Builder Tools

Wordpress, Elementor, Shopify,  
Squarespace, Wix, Cargo

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Well-versed in both MacOS and  
PC/Windows environments.

## SKILLS

Typography	Layout Design
UX Design	Illustration
UI Design	Motion Design
Web Design	Photography
Design Thinking	Lithography
Presentation Design	Serigraphy

## PROGRAMMING LANGUAGES

HTML, CSS, JavaScript, jQuery, PHP

## HONORS & AWARDS

- 2022 AAF District 8 Silver Award - Consumer Integrated Ad Campaign
- AdFed MN 2022 Silver Award - Consumer Integrated Ad Campaign
- UW - Stout 2022 Mural Contest Finalist
- UW-Stout Dean's List - Four Star Recognition Fall 20', Fall 21'
- UW-Stout Dean's List Spring 21', Fall 19'