

CHLOE MARIE PURCELL

www.simplycmp.com | chloempurcell@gmail.com

DEGREE: BDes—Majoring in Graphic Design, Minor in Illustration

INSTITUTION: Alberta University of the Arts (previously ACAD) in April 2016.

• **REDPHONE INC. CREATIVE AGENCY/ SENIOR GRAPHIC DESIGNER** **MARCH 2023-PRESENT**

Support the Creative Director and creative team to develop and implement brand identities and brand strategies. Support client needs for digital channels and traditional marketing initiatives. Ensure consistency and quality in all deliverables. Provide thought leadership and creative inspiration to the organization.

• **SIMPLY CMP FREELANCE / NOTABLE CLIENT WORK** **AUGUST 2013 - PRESENT**

- **SIMON DATA:** Fulfill all design requests to support marketing. This includes: Ads, branding, illustration, signage, infographics, etc.
- **DIGITAL MONK MARKETING:** Fulfill all design needs for Digital Monk, and any of their clients. This includes: web design, marketing campaigns, branding, social media content creation, print material etc.
- **MEET THE STREETS FESTIVAL:** Selected to paint a mural in Red Deer.
- **THE BLOX YYC:** selected to transform the Beltline bike rack with a socially significant piece, which I designed and painted myself.
- **LEBLOND STUDIO INC.:** Contract photo editing.
- **CALGARY PUBLIC LIBRARY:** Curated the librarystore.ca with pieces from local artists and some work of my own, developed branding and products for their mobile bike store, and illustrated all of the library locations at the time (22).
- **SHAKESPEARE BASH'D:** Branding and promotional material (web and print) for their 2015/16 theatre season.
- **TORONTO FRINGE FESTIVAL:** Promotional material (web and print) for Tender Napalm: a play in the upcoming season

• **SOURCE MEDIA GROUP / GRAPHIC DESIGNER** **JULY 2018 - JANUARY 2019**

Editorial spreads for 6 magazines in the Central Alberta area - 2 monthly and 4 quarterly. Also responsible for updating several sites, and processing ads.

• **FORWARD LEVEL MARKETING / GRAPHIC DESIGNER** **FEBRUARY 2017 - OCTOBER 2017**

Maintain client websites, create any necessary graphics, print material, and branded collateral to support the Creative Lead.

• **SHAW / WEB DESIGN INTERN** **MAY 2015 - OCTOBER 2016**

2 consecutive summer terms. App and web design, meet with stakeholders, and develop promo assets. Assisted with photoshoots and commercials, worked along with UI and UX to evaluate and unify the corporate web pages.

• **SUNCOR / COMMUNICATIONS DEPT** **MAY 2013 - SEPT 2014**

Implemented Signage Plan, designed diagrams, presentations, organized offsites/events, created a Digital Signage Database for Fort McMurray Oil Sands sites, and provided support to the team.

AWARDS + SCHOLARSHIPS

- SHAW COMMUNICATION PROFESSIONAL OPPORTUNITY AND EXPERIENCE AWARD
- AD RODEO SCHOLARSHIP

- JANINE TRUDEL & STEVE COUGHLIN FAMILY MEMORIAL SCHOLARSHIP
- JAMES LEE SCHOLARSHIP