

CHLOE MARIE PURCELL

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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 - DEC 2024

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