

CHLOE MARIE PURCELL

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WORK EXPERIENCE

• REDPHONE CREATIVE AGENCY / SENIOR DESIGNER

MARCH 2023 - DECEMBER 2024

- Collaborated with the Creative Director and design team to develop brand identity proposals and client presentation decks for marketing strategies, and creative concepts—executing the production of selected initiatives, keeping on top of industry trends and evolving tools.
- Designed and implemented visual identities, brand guidelines, and packaging systems for diverse clients, ie: CPG, B2C, B2B, SaaS...
- Produced cohesive multi-channel designs across print, digital, and experiential touch-points, ensuring brand consistency and production quality.
- Partnered with vendors, printers, and clients to maintain timelines and deliver high-impact assets, and supported with internal communications.

Key Results: Strengthened client proposals with elevated storytelling decks that improved presentation clarity and engagement. Instrumental in the merch design and launch of TUESDAY Brewing online merchandise store creating passive revenue.

• SIMPLY CMP / FREELANCE GRAPHIC DESIGNER, ILLUSTRATOR + MURALIST

AUGUST 2013 - PRESENT

- Support & fulfill in-house Marketing needs: ad campaign graphics, infographics, presentation decks, internal communications, merchandise, social media content, brand activations. ie: Simon Data (B2B SaaS) and Calgary Public Library Foundation, Sajak & Farki (creative agency).
- Illustration work has included: Architectural Illustrations of all 22 Calgary Public Library locations, which has become a staple element of the CPL brand. Packaging designs for Green Dot Labs—animation compatible, and apparel designs for Cowboy Sh!t Apparel. Giftagram's branded illustrations are a collaboration between Presley Mills + myself.
- Selected as a muralist for Red Deer's Meet the Streets Festival (18'x50' mural) and for The Blox YYC public art project regarding a social cause. This has been a dream of mine—I love the community engagement while I'm painting, and getting to see people enjoy the space afterwards.

Key Results: Interpreted client briefs, outlined scope, and delivered consistent creative quality with a reliable customer experience.

• SOURCE MEDIA GROUP / GRAPHIC DESIGNER

JULY 2018 - JANUARY 2019

- Created editorial designs for six magazines within Southern Alberta—producing monthly and quarterly issues on tight timelines.
- Managed web updates, processing ads, and archiving past issues, and ensuring file organization.

• FORWARD LEVEL MARKETING / GRAPHIC DESIGNER

FEBRUARY 2017 - OCTOBER 2017

- Designed landing pages, managed client websites and required asset updates.
- Collaborated directly with clients and the Creative Lead to uphold brand standards and produce digital and print collateral for campaigns, brochures and banners for tradeshow or internal needs like reports, and presentations. I also assisted with event collateral and event planning.

• SHAW / WEB DESIGN INTERN

MAY 2015 - OCTOBER 2016

- Collaborated with UI/UX teams to evaluate and unify Shaw App and website interfaces.
- Met with stakeholders and assisted with internal asset and template creation, photo shoots and video commercial shoots.

• SUNCOR / COMMUNICATIONS DEPT

MAY 2013 - SEPTEMBER 2014

- Organized events for project teams and contractors; designed signage, presentations and provided support to the Communications team.
- Developed a digital signage database used across Fort McMurray Oil Sands site to streamline communications.

CORE SKILLS

TECHNICAL EXPERTISE: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Google Slides + Suite, Powerpoint + MS Office, Figma, WordPress, Shopify, Squarespace, Wix, HTML/CSS Knowledge, Branding, Presentation Design, Packaging Design, Website Design, Photo Editing, Video Editing, Motion Graphics (basic), Illustration, Typography & Layout, Production Skills, Content Creation, Vendor Coordination

CREATIVE & STRATEGIC: Storytelling, Conceptualizing, Simplifying Complex Ideas, Analytical, Creating Cross-Channel Designs, Thorough, Brand Guidelines, Systems + Templates, UI/UX Fundamentals, Accessibility, Responsive Design, Asset Optimization, Utilize Midjourney + AI tools

SOFT SKILLS: Visual Communications, Collaborative, Consistent, Attention to Detail, Independent, Adaptable, Efficient, Organized, Strong Time Management, Community-Minded, Curious, Eager to Learn + Grow, Appreciate Feedback, Deadline Driven, Problem-Solver, Team Player

AWARDS & SCHOLARSHIPS

• SHAW COMMUNICATIONS PROFESSIONAL OPPORTUNITY & EXPERIENCE AWARD

• AD RODEO SCHOLARSHIP

• JAMES LEE SCHOLARSHIP

• JANINE TRUDEL & STEVE COUGHLIN FAMILY MEMORIAL SCHOLARSHIP

EDUCATION

BDes—Major in Graphic Design, Minor in Illustration —Alberta University of the Arts (previously ACAD), Graduated April 2016.