

# Clara Capone

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## SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro)
- Figma & UX/UI Design
- HTML/CSS, Wordpress & Umbraco
- Typography, Composition & Color Theory
- Photography, Motion Graphics & Video Editing
- Art Direction & Brand Storytelling
- Creative Concepting & Execution
- Print & Digital Production
- Project Management & Creative Leadership
- Multi-Channel Campaign Development
- Creativity & Brand Integrity

## EXPERIENCE

### **Eleven Experience**

*Senior Designer*

August 2023 – February 2025

- Led the development of high-impact creative assets across digital and print, enhancing Eleven's luxury hospitality brand presence.
- Partnered with the Art Director to refine and evolve brand identity, ensuring alignment with Eleven's high-end positioning and visual storytelling.
- Designed compelling and cohesive multi-channel campaigns for social media, paid advertising, and print collateral to launch new products achieving brand consistency and engagement.
- Collaborated with cross-functional teams—including Marketing, Product Development, and Sales—to maintain brand consistency as well as high creative standards across all touchpoints.
- Built and managed a media asset library curating imagery for website updates and marketing initiatives.
- Led creative project management efforts, working directly with copywriters, business stakeholders, and developers to ensure timely, visually cohesive, and strategically aligned project execution.
- Stayed up-to-date on design trends, leveraging knowledge of UI/UX, CSS, HTML, and motion design to enhance digital marketing efforts.

### **Leverage Marketing**

*Lead Designer, Marketing Specialist*

April 2021 – March 2023

- Directed the creative vision for multiple brands, developing cohesive identity systems, comprehensive brand guidelines, and marketing assets across digital and print.
- Managed end-to-end creative direction for photoshoots, ensuring all assets aligned with brand aesthetics and storytelling.
- Led concept development and execution of product launches and seasonal campaigns across social platforms and print collateral for multiple clients, exceeding stakeholder expectations.
- Partnered with SEO strategists and web developers to design and optimize high-conversion landing pages and websites.

### **Freelance Designer**

*Graphic Designer & UX Designer*

Sept 2016 – Present

- Designed print and digital assets for clients across multiple industries, including: Beauty, Wellness, Technology, Food & Beverage, Music, and Healthcare.
- Managed multiple creative projects simultaneously, balancing timelines, budgets, and client expectations.
- Provided art direction and consultation to elevate brand visuals and user experience.

## EDUCATION

### **Seton Hall University**

*Bachelor of Arts in Art, Design & Interactive Multimedia*

May 2020

- Concentration: Graphic Design & Advertising
- Minors: Web Design and Animation
- Magna Cum Laude