

Clara Capone

Graphic Design, UX Design, Social Media

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SKILLS

Adobe Creative Suite (*Illustrator, InDesign, Photoshop, Premier Pro, Lightroom, After Effects*)

HTML

CSS

JavaScript

Microsoft Office

Figma

WordPress

Photography

Typography

Composition

Motion Graphics

Video Editing

Project Management

EDUCATION

SETON HALL UNIVERSITY

South Orange, NJ

Bachelor of Arts

August 2016 - May 2020

MAJOR: Art Design and Interactive Multimedia with a concentration in Graphic Design and Advertising

MINORS: Web Design and Animation

HONORS: *Magna Cum Laude, Achieved Dean's List for all semesters*

ACTIVITIES

DIVISION I WOMEN'S SWIM STUDENT-ATHLETE

Seton Hall University

August 2016 - May 2020

- ◇ Devoted an average of 20-25 hours to training, skill development, practice, team travel, and competition while maintaining a full academic course load.
- ◇ Helped team achieve highest ranking in school history at Big East Championships. Broke individual and relay records during first year season.

EXPERIENCE

HEAD OF DESIGN, MARKETING SPECIALIST

Leverage Marketing, LLC

April 2021 - March 2023 || Austin, TX (Remote)

- ◇ Developed static and motion graphics in varying aspect ratios for multiple clients to be used in a variety of capacities such as Email Marketing, Paid Advertising, and Organic Marketing.
- ◇ Collaborated with SEO Director and Web Developers to create Websites and Landing Pages to drive revenue for a variety of clients.
- ◇ Planned and developed social media topics, copy, hashtags, and visual assets based on competitor and trend research to increase online engagement by an average of 30% over a 3 month period for multiple clients.
- ◇ Transformed the online presence of several clients by developing updated branding elements such as typography, color, photography, and UX Design.
- ◇ Maintained the quality and accuracy of the branding strategy of several clients throughout the creation of new digital assets to be used for a variety of marketing opportunities.
- ◇ Coordinated and executed a product photoshoot for images to be featured on the client's website, advertisements, and social media.

FREELANCE GRAPHIC DESIGNER & UX DESIGNER

September 2016 - Present

- ◇ Creating a wide variety of projects, in the print and digital space, to assist clients in various goals such as rebranding and client outreach.
- ◇ Creating design materials for clients in various industries such as: Technology, Food & Beverage, Music, Journalism, Healthcare
- ◇ Utilizing organizational, time management, and communication skills to keep projects within the agreed upon schedule and budget.

GRAPHICS EDITOR

The Setonian

September 2016 - May 2020 || South Orange, NJ

- ◇ Generated graphics to supplement articles for the Seton Hall University weekly newspaper.
- ◇ Collaborated with journalists to visually demonstrate ideas presented in a print and digital format.

AWARDS

◇ BRYAN J. MESZAROS SCHOLARSHIP

2019-2020

Selected from a university wide design competition by a committee of experienced Seton Hall Alumni Designers

◇ BIG EAST SCHOLAR-ATHLETE SPORT EXCELLENCE AWARD

2018 - 2019

The Scholar-Athlete Sport Excellence Awards are given to one student-athlete in each BIG EAST-sponsored sport based on academic credentials, athletic accolades or performances and volunteer service to the community.