

CLAIRE MACAULAY

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Education

Bachelor of Arts - Specialization Communication Studies
2015 - Concordia University, Montreal, Quebec

Port Credit Secondary School, Mississauga, Ontario 2007-2011

Experience

snapcakes™: Design Lead and Marketing Manager May 2018 to Present

- Design packaging and instruction manual for print
- Construct brand guidelines from scratch
- Promote congruent brand aesthetic and values
- Present impactful brand components on social media and other online tools

Soulzone: Web and Graphic Designer January 2017 to October 2018

- Develop UI and UX for website, mobile app and desktop app
- Create entire icon library
- Illustrate company mascot
- Animate videos for website

Blu[e]space: Stage and Set Design Assistant June 2017 to June 2018

- Critically analyze the script to assess set requirements
- Research structural and material elements for prop and set element design
- Compile material specifications for costing
- Sketch mock-ups for set elements considering their physical requirements

Ecole de Conduite Rick's: Graphic Designer – 2017 Driver's Handbook Update August 2017

- Update required text changes
- Maintain a professional quality aesthetic
- Prepare final content for print

VIA Rail Canada: Graphic Designer - Internal Presentation January 2017

- Structure information flow for all content
- Curate existing visual materials
- Illustrate additional visual elements (including new icons)
- Synchronize aesthetic with existing corporate content

Synapse Media: Animator & Illustrator - 'Raw Material' Documentary Film May 2016 to January 2017

- Collaborate on appropriate and consistent illustration style
- Illustrate each element
- Experiment with animation styles

Vain Pursuits Skin Care: Web and Graphic Designer December 2015 to May 2016

- Redesign packaging and label design maintaining visual consistency
- Design content for web congruent with all other brand aspects
- Rebrand company image visually on social media

Concordia University: Teaching Assistant – Intermedia I September 2013 to April 2015

- Organize, plan and teach weekly labs in Adobe Illustrator, AfterEffects and InDesign
- Mentor junior Communication Studies students
- Facilitate dialogue between students and professors
- Solve technical issues with presentation equipment and lab software

Achievements

- French Language Education - Level 4 - Completion 2017
- Concordia University - Dean's List - 2013 to 2014
- Port Credit Secondary School - Honor Roll - 2008, 2009, 2010, 2011
- Port Credit Secondary School - Athlete of the Year - 2008, 2010, 2011
- Port Credit Secondary School - Blue Award for a high level of extra curricular activities - 2011
- Port Credit Secondary School - Gold Award for extensive level of extra curricular activities - 2011
- Port Credit Secondary School - Hurley Plaxton Scott Tatchell Award for outstanding participation in Athletic Council - 2011

Technical Skills



Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Microsoft Office



Adobe After Effects



HTML & CSS

Volunteer Work

- Toronto Food Shelter
- Assistant Flag Football Coach, Port Credit Secondary School

Interests /Activities

- Port Credit Secondary School Yearbook Design Editor - 2011
- Port Credit Secondary School Athletic Council Vice President - 2009-2011
- Hockey, Volleyball, Ultimate Frisbee, Rugby