

Claire Loes

Senior designer specializing in motion, illustration, and design for music-driven projects and cultural work.

claireloes.com | loes.claire@gmail.com | 612.202.7910

SKILLS

Creative Direction	Presentation Design	Adobe Photoshop	Adobe Sketch
Brand Identity	Data Visualization	Adobe Illustrator	Figma
Social Media Strategy	Project Management	Adobe InDesign	Microsoft Office
Motion Design & Animation	Photography & Photo Editing	Adobe After Effects	Typography
Video Production & Editing	Print Design & Production	Adobe Premiere Pro	Packaging Design
UX/UI Design	Illustration	Adobe Lightroom	Product Design

EXPERIENCE

Creative Manager at The Saint Paul Chamber Orchestra | Saint Paul, MN Mar 2023–Present

- Lead creative direction for marketing and social, implementing a new brand identity.
- Design a wide range of materials for print, digital, experiential and web formats.
- Oversee campaign development across digital, social, print, and experiential platforms, managing design reports.
- Develop and pitch creative strategies, securing buy-in from leadership and board.
- Design and produce cross-platform content, including event photography and post-production.
- Ensure high-quality, brand-aligned output that meets accessibility (WCAG) standards.
- Collaborate with musicians, staff, and stakeholders to deliver innovative solutions.

Freelance Graphic Designer Feb 2017–Present

- Led art direction and motion design for music videos, ads, and film.
- Develop visual assets for the music industry clients, including posters, ads, event design and album artwork.
- Produced video content end-to-end, including storyboarding and accessibility-compliant deliverables.
- Developed cohesive branding systems across digital and print.
- Created pitch decks for film and TV with strong visual storytelling.
- Designed UX/UI for web and mobile to enhance user engagement.
- Delivered photography, image editing, illustration, and copy across projects.

Graphic Designer at Indeed | Minneapolis, MN Feb–Sep 2022

- Conceptualized storyboards to guide video production from ideation to execution.
- Animated and designed visuals for informational and promotional videos, aligned with brand goals.
- Designed UX/UI, including wireframes and user flows, to optimize digital experiences.
- Developed visual storytelling through design research and strategic thinking.
- Created animations and layouts to support cohesive, engaging video content.

Graphic Designer at 3M | St. Paul, MN Jun–Nov 2021

- Designed and animated visuals for informational and promotional videos.
- Created WCAG-compliant descriptive video for accessibility.
- Approved designs for video editors, ensuring quality and consistency.
- Communicated with clients to align design with project goals.

EDUCATION

Minneapolis College of Art and Design, Minneapolis, MN Dec 2020
Bachelor of Fine Arts in Graphic Design

Parsons the New School for Art and Design, New York, NY Aug 2014–Jun 2016
Product Design Candidate for Bachelor of Fine Arts