

claire le nobel

🌐 www.clairelenobel.design

🌐 [/clairelenobel](https://www.linkedin.com/company/clairelenobel)

✉ hello@clairelenobel.com

ABOUT

Claire le Nobel is a designer who specializes in branding, web design, and graphic design to create insightful and memorable experiences that connect brands with their audiences.

EDUCATION

ArtCenter College of Design

MFA in Media Design Practices
Graduated with Distinction

University of Victoria

BA in Art History
Graduated with Honours

University of Victoria

BFA in Visual Arts
Minor in Business

CLIENTS

Meta (Facebook Inc.), b halfmoon, Tillamook County Creamery Association, Bulletproof Cosmetics, Dr. Maryellen Tedeschi, Equality Fund, Advancing Participation in Philanthropy, Tickit Health, VanCity Physio, Samsara Cycle, Blue Grouse Wine Cellars, Valerie Bertinelli, Mitch.Earth

SOFTWARE + SKILLS

Branding, graphic design, web design, photography, animation, video editing, UX/ UI design, prototyping, user testing

Adobe Creative Suite, Figma, Principle, Sketch, Zeplin, Invision, Canva, Shopify, Wordpress, Wix, Squarespace, HTML, CSS

English: native
French: proficient

WORK EXPERIENCE

08.22 - now **Freelance Designer**

- Designed a fully custom Shopify Plus e-commerce website for b, halfmoon yoga, helping to realize a freshly developed brand identity for their online retail platform.
- Designed a Shopify e-commerce website for Bulletproof Cosmetics and photographed their products, increasing their conversion rates 20%.
- Developed a brand guide and Instagram graphics for Dr. Maryellen Tedeschi, a naturopathic doctor, increasing her following 15% in a year.
- Developed a visual identity, website, and PDF assessment tool for Advancing Participation in Philanthropy, a non-profit that facilitates grantmaking foundations in gauging their levels of participatory practice.
- Designed accessible reports and brand assets for Equality Fund, a feminist non-profit organization, which reach thousands of people globally.

07.21 - 08.22 **Creative Director** Tickit Health, Vancouver

- Redesigned the Tickit Health brand identity and website using Wordpress, increasing site traffic by 100% and LinkedIn following by 30%.
- Led the design team, overseeing all product design and marketing asset production; recruited, trained, and managed a junior designer in their first job.

02.20 - 07.21 **UX/UI Designer** Tickit Health, Vancouver

- Developed the UI design for a mental health screening software used by thousands of youth participants.
- Improved overall usability of software by testing assumptions and usability to better understand user pain points, iterating on designs based on feedback.

01.19 - 11.19 **Graphic & Web Designer** Hello Design, Los Angeles

- Designed brand identities, websites, and digital assets for clients including Facebook Inc., Tillamook, and Valerie Bertinelli.
- Led branding, design, and development efforts for client websites using Sketch and Wordpress.
- Led R&D prototyping efforts for experiential brand activations using interactive media.