

elaire le nobel

🌐 clairelenobel.com

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

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ABOUT

Claire le Nobel is a designer with a knack for developing striking brand identities and creating beautiful, memorable graphics and websites. Her goal is to create work that is accessible, ethical, original, and impactful.

EDUCATION

2016 - 2018 **ArtCenter College of Design**
MFA in Media Design Practices
Graduated with Distinction

2012 - 2016 **University of Victoria**
BA in Art History
Graduated with Honours

2011 - 2016 **University of Victoria**
BFA in Visual Arts
Minor in Business

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

HTML, CSS, Wordpress, Shopify, Squarespace, Wix

English: native
French: proficient

WORK EXPERIENCE

08.22 - now **Freelance Designer**

- Designed accessible reports and social media assets for Equality Fund, a feminist non-profit organization, which reach thousands of people globally.
- Developed a fresh brand identity for Dr. Maryellen Tedeschi, a naturopath doctor, with a clean, consistent visual language for her social media posts.

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

- Rebranded the Tickit Health brand identity and designed and built a new company website using Wordpress.
- Increased Tickit Health's website traffic by 100% and increased company 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.

07.20 - 07.21 **UX/UI Designer** Tickit Health, Vancouver

- Led design research and user testing to understand user pain points and test assumptions and usability.
- Developed the UI design for a mental health screening software used by thousands and added features to the analytics dashboard based on client requests.

02.20 - 07.20 **Contract Designer** Tickit Health, Vancouver

- Consulted for design strategy of a SaaS application built for mobile, tablet, and desktop.
- Improved overall usability of software by developing personas, user journeys, and prototypes, and conducting user testing to evaluate usability, pain points, and test design assumptions.

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 website using Sketch and Wordpress.
- Lead R&D prototyping efforts for experiential brand activations using interactive media.