

Claire Rosas is a digital designer with 5+ years crafting interactive brand experiences.

clairerosas.com ↗

itsclairerosas@gmail.com ↗

Experience

2018-PRESENT

Digital Designer • Freelance • Chicago, Illinois

Crafting purpose-driven websites, digital products, and brand experiences for a selection of international clients, with an emphasis on emerging technology, higher education, and non-profit.

Transforming concepts into high-fidelity prototypes that yield intuitive user experiences for digital products and activations.

Engaging directly with clients to strategically drive design decisions aligned with business objectives.

Directing and sourcing key talent (dev, motion, photo, copy etc.)

2021-2022

Communications Designer • Bigtincan ↗ • New York, New York

Developed a suite of cohesive SaaS product communication, including live-stream events, product diagrams, design libraries, marketing, social media, motion graphics, presentations, and branded merchandise.

Distilled comprehensive business content into easy-to-understand visuals communicating fundamental product offerings.

Expanded and upheld company brand guidelines.

Collaborated closely with cross-functional teams to ensure consistency and product accuracy in all external communications.

Spearheaded the development of an AR/VR ethics and accessibility guide to support our product.

2020-2021

Graphic Designer • Iris Worldwide ↗ • Chicago, Illinois

Conceptualized innovative identity systems, and produced impactful brand assets adhering to brand guidelines & campaign strategy for B2B and B2C clients.

Supported the execution of creative assets from concept to delivery, including brand redesigns, campaigns, events, and reports.

Designed within 360 marketing campaigns to drive sales, build brand awareness, and create a lasting impression on customers at all touchpoints in the user journey.

Translated wireframes into high-fidelity prototypes that result in intuitive user experiences for iOS apps & websites.

2018-2020

Lab Specialist • Idea Realization Lab ↗ • Chicago, Illinois

Crafted brand guidelines and a community design toolkit to foster a unified brand identity.

Developed and led digital fabrication workshops for students and private organizations to deliver STEM resources to students in Chicago averaging over 1,000 visits per month.

Initiated and coordinated the inaugural annual report, gathering metrics from lab users, budget data, and overall performance.

Co-led the opening of a second location, expanding our reach and impact in delivering accessible digital fabrication education and resources

Education

DePaul University

Graphic Design MFA, UXD Minor

Deque University (Online)

IAAP WAS Certification, Certificate

Skills

Brand

Branding & Visual Identity

Brand Guidelines Development

Digital Design

Editorial & Print

Art Direction

Product

UI/UX

Wireframing & Prototyping

Design Systems

Other

AR/VR/XR

Futures Thinking & Design Ethics

Tools

Figma & Figjam

Adobe Creative Cloud

Illustrator, Photoshop, InDesign, Premiere AfterEffects

Microsoft Office

Teams, Outlook, PowerPoint, Excel, Word

Google Workspace

Drive, Sheets, Calendar, Slides, Forms, Meet

Recognition

STA100 ↗ GDUSA ↗ Faculty ↗

Design Futures Initiative ↗ Typeforce 11 ↗

Comm Arts ↗ Slanted Magazine ↗

Woman of Spirit and Action ↗ AIGA ↗