

# CHLOE ANTROBUS

## FREELANCE GRAPHIC DESIGN

### DECLUTTER GO!®

FREELANCE / NOV 2019–CURRENT

A dice game, designed to help people conquer clutter in your home by gamifying core pillars of professional organizing.

#### LOGO DESIGN & BRANDING • PACKAGING DESIGN • SOCIAL MEDIA • VIDEO EDITING

- Created all aspects of game design, from the logo/branding, iconography and illustration of dice, to game box packaging design, and supporting marketing videos.
- Produced all digital marketing assets for product launch and social media, involving regular product photo editing, photo manipulation, and file preparation.
- Collaboratively developed the game's structure, including discerning the order and combination of dice rolls to make the game directions more intuitive.
- Designed the style guide and branded Shopify site with ten additional custom pages, layout and typography, animated videos, motion graphics, and photography.

### INSTITUTE FOR CHALLENGING DISORGANIZATION®

FREELANCE / SEP 2018–CURRENT

A premier national educational resource on chronic disorganization, aiding professional organizers, productivity specialists, and other related professionals.

#### EVENT SIGNAGE • GRAPHICS • ANIMATION • PRINT PRODUCTION • COPYWRITING

- Worked closely with ICD's marketing director to deliver digital and print materials for social media, newsletters, corporate postcards, and digital educational resources.
- Rebranded the bi-monthly ICD® Pulse newsletter, created engaging static and motion graphics, design a new layout and typography pairings.
- Generated all graphic assets for four years of ICD's national conferences; logo design, digital ad campaigns, newsletters, video interviews, and promotional materials.

### WHOLLY ORGANIZED!®

FREELANCE / JUN 2018–CURRENT

Professional Organizer Lynne Poulton's business based in Akron, Ohio.

#### REBRANDING • SOCIAL MARKETING • VIDEO EDITING • PRINT DESIGN • WORDPRESS

- Refined and managed the brand's social identity and four social media platforms by producing all graphics, including static, motion, as well as video content to share the story of the business.
- Fully managed the brand's editorial marketing calendar from designing graphics to planning, scheduling, and copy writing 200+ posts over three years.
- Adapted all design assets through a rebranding, maintaining a consistent color story and curated two years of a checkerboard style Instagram grid.
- Designed the annual Wholly Organized!® holiday card for three years; illustrated and designed the print layout, prepared the files, communicated with the printer on client's behalf regarding any edits and proofs.

### GRAPHIC DESIGN INTERN | CHICAGO, IL

JUN 2016–AUG 2016, JAN 2017–AUG 2017

Loyola University Chicago's Marketing and Communications Department

- Updated the department's existing digital and print materials for weekly publication.
- Verified all graphics were consistent with the University's style guide with a detail-oriented focus on typography, color, punctuation, and use of color.
- Responsible for the 2017 *Ramblin' Around Guide*; designed cover and made text edits to the 36 page booklet with details of all restaurants, retail stores, and services surrounding both university campuses.
- Corresponded directly with clients and vendors regarding merchandise orders, created mock-ups, and approved proofs in partnership with the Senior Designer.

A Cleveland native hoping to grow creatively to become a better artist, communicator, and story teller.

**Portfolio** CHLOEANTROBUS.COM

**Contact** chloantro@gmail.com

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## SKILLS

### ADOBE CREATIVE SUITE

Photoshop PremierePro

Illustrator Acrobat

InDesign AfterEffects

### PROJECT APPS

Basecamp Shopify

Asana Squarespace

Loomly Microsoft Office Suite

Wordpress Google Docs

### FLUENT IN SPANISH

## EDUCATION

### LOYOLA UNIVERSITY CHICAGO

Graduated Summa Cum Laude in 2018

B.A. Visual Communication

B.A. Global and International Studies

Ralph Arnold Fine Arts Award Recipient

A merit based-award for a Visual Communication student's exceptional performance in a fine arts course.

## ADDITIONAL EXPERIENCE

### AUXILIAR DE CONVERSACIÓN

SEVILLE, SPAIN | OCT 2018–JUN 2020

English language and culture teaching assistant for the Spanish Ministry of Education

- Curated teaching materials for lessons including songs, activities, and games to engage students.
- Taught classes independently to Spanish speaking children (ages 3–12), and used creativity and clear communication to ensure material comprehension.
- Designed presentations using photos and infographics and for teaching concepts across languages.