

# CHLOE STEINHOFF -SMITH

## Qualifications

### Tools

- Adobe CC (Illustrator, Photoshop, InDesign, XD)
- Figma
- Powerpoint/Keynote
- Google Workspace
- Mailchimp
- Microsoft Office

### Design Skills

- Visual Design
- Branding & Identity
- Packaging
- Strategy
- UX/UI
- Art Direction
- Typography
- Layout
- Marketing
- Illustration & Graphics
- Production
- Signage and Wayfinding

### Soft Skills

- Communication (Written & Verbal)
- Collaboration
- Flexibility
- Integrity
- Curiosity

## Talk to Me

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## Work Experience

*Pennebaker* | Senior Designer

**SEPT. 2022 - JUNE 2023**

Branding, UX strategy & design, and corporate identity

*Nocturne Collective* | Creative Strategist; Owner

**AUG. 2014 - PRESENT**

Specializing in branding, packaging, illustration & graphic design for consumer products and startups

*Planeteria* | Senior Visual Designer

**FEB. 2016 - JUNE 2022**

Content strategy, UX, and visual design for government entities and non-profits

*Scopic* | Co-founder, CEO

**JULY 2015 - NOV. 2017**

Product design and development, brand strategy, market research, community outreach, content creation, business development, customer/client relations, lead management (and everything in between)

*Anderson Krygier* | Designer

**AUG. 2013 - OCT. 2014**

Environmental/experiential graphic design, signage and way-finding systems; internal web design and marketing

*Mod Media* | Creative Lead

**JULY 2012 - AUG. 2013**

Branding, UX/UI, websites and marketing collateral; communication and project management with programmers, partners, and clients

*Media Drink* | Lead Designer

**SEPT. 2010 - FEB. 2012**

Branding, packaging, web and marketing design for restaurants, retail, and consumer packaged goods

## Education

*Pacific Northwest College of Art* | BFA, Communication Design

**GRADUATED 2011**

*Bard Early College* | AA, Liberal Arts and Sciences

**GRADUATED 2007**