

# Chloe Gartner

## Multidisciplinary designer

224 577 9077

chloehgartner@gmail.com

chloehaliya.com

## Education

Columbia College Chicago  
BA Arts Management  
Double Minor: Graphic Design  
& Music Business, 2018

## Programs

Adobe Photoshop, Illustrator,  
InDesign, After Effects, Premiere  
Pro, Acrobat, Figma, Keynote,  
Google Suite, Microsoft Office Suite

## Freelance Graphic Designer

October 2021-Present

- Design logos, social assets, emails, web banners, decks, print & digital ads, tour graphics, packaging, promotional flyers, event experience assets, motion graphics, and creative content for various clients including Free People, Rhino Records, Mane Haircare, Hydrafacial

## Creative Designer

Warner Music Group | Rhino Records

September 2024-May 2025

- Provided art direction, design and vision for physical vinyl packaging for the Global Catalog of Warner Music Group
- Designed original art for marketing initiatives
- Collaborated with production team on timelines, samples, and materials
- Advised on photo research, curation, and licensing of original materials
- Adapted and adhered designs to fit various templates and formats for print

## Senior Designer, Creative & Video

Universal Music Group

May 2023-August 2024

- Developed and implemented new creative marketing strategies and standards for Universal Production Music
- Art directed and designed new initiatives and social campaigns
- Designed digital and print creative including short-form videos, album art, email templates, website carousels, event merchandise, and signage
- Developed creative for paid placements on LinkedIn, YouTube, Google, and third-party websites
- Collaborated with cross-functional teams including sales, production, DSP, labels, and music directors

## Senior Graphic Designer, Content Marketing

Forever 21

February 2021-May 2023

- Designed seasonal marketing assets for in-store campaigns and activations (window banners, signage, ads, tags, influencer packages, social/video assets)
- Established graphic standards and developed the brand's creative identity
- Conceptualized creative solutions for digital marketing and social content
- Worked closely with marketing, production, social, video, and merchandising teams across multiple campaigns