

# CHLOE H. GARTNER

MULTIDISCIPLINARY  
DESIGNER

## EDUCATION

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

## CONTACT INFO

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224-577-9077

## PROFESSIONAL SKILLS

Adobe Photoshop, Illustrator,  
InDesign, After Effects, Premiere, Figma

## WORK EXPERIENCE

### Senior Designer, Creative & Video

Universal Music Group | May 2023 - Present

- Develop and implement new creative marketing strategies and standards for Universal Production Music
- Design social media-focused creative: statics, carousels, short-form video, album art, email templates, event SWAG, event signage and more for Universal Production Music
- Develop creative for paid placements including: LinkedIn, YouTube, Google, and third-party websites
- Collaborate with cross-functional teams including sales, production, DSP, and labels to assist in design related requests

### Senior Graphic Designer, Content Marketing

Forever 21 HQ | February 2021 - May 2023

- Designed seasonal marketing assets for in-store campaigns and activations including window banners, in-store signage, mall ads light boxes, hang tags, influencer marketing packages, social and video assets
- Established graphic standards and actively develop creative identity for brand
- Conceptualized innovative creative solutions for all digital marketing needs with a focus on social media content
- Collaborated with cross-functional teams including marketing, production, social, video, and merchandising

### Freelance Graphic Designer

OOO Studios, SOTA DTLA | October 2021 - Present

- Design logos, social assets, decks, tour graphics, and creative content for up-and-coming music artists and clients including Sadhguru, Manscaped, Tenderfest, LP, Chappell Roan, Rising Appalachia, Em Beihold, Nick Leng
- Transform ideas from concept to completion
- Maintain and follow various brand standards and aesthetics

### Production Assistant

The Invisible Space | June 2018 - June 2021

- Assisted with graphic design in the form of flyers, logos, digital assets, and promotional material
- Styled and assisted merchandise photo shoots
- Assisted artist and founder, Brandon Breaux in administrative tasks at studio
- Produced exhibitions and events with team including ComplexCon Chicago and LongBeach 2019
- Fulfilled online orders, interfaced with customers, tracked and updated inventory via Shopify

### Content Creator

Black Box LA | May 2020 - September 2020

- Created and designed promotional material for clients in the form of video advertisements, one sheets, Instagram filters, animated GIFs, banners, social graphics, and more
- Conceptualized and developed creative video content
- Contributed to the visual aspects of artists' marketing campaigns