



CLAUDIA AFRICANO

www.claudzzay.com

claudia.africano@aol.com

312.■■■■.■■■■

Experience

**Lead Designer**

now media  
Nov 2021 - Jan 2023

Designed visually appealing assets, such as featured images, infographics, and social media graphics, to complement written content.

Developed and enforced brand guidelines to ensure consistent visual branding across multiple platforms and content types.

Collaborated closely with editors and cross-functional team members to generate innovative design concepts for articles, social media campaigns, and various content initiatives.

**Art Director**

PHNTM  
Nov 2021 - Nov 2022

Demonstrated expertise in developing creative concepts and strategies for large-scale events and campaigns.

Planned and executed successful events, ensuring seamless coordination of various elements to deliver exceptional experiences.

Designed on a multimedia level, collaborating with top-level brands to create visually impactful and cohesive designs across diverse platforms.

**Graphic/Apparel Designer**

DNAM Apparel Industries  
August 2020 - Nov 2021

Studied fashion trends and anticipated designs that appeal to a wide variety of consumers.

Used computer-aided design (CAD) programs to create graphics and prototype product/packaging designs.

Created e-commerce stores for clients via Shopify including splash pages, product pages, checkout pages, etc.

**Graphic Designer**

Freelance  
May 2019 - Present

Meet with clients and art directors to determine the scope and needs of a project.

Advise clients on the most efficient strategies to reach specific audiences.

Develop graphics, illustrations, logos, websites and animations.

Education

**Syracuse University**

Class of 2019

Bachelor's of Science: Education, Technology, and Media  
Minor in English and Textual Studies

**Syracuse University, Italy**

Spring of 2018

Participant of Study Abroad Program in Florence, Italy.  
High concentration on the arts and multimedia design.

**Skills**

Digital, social, print, packaging, production, editorial design  
Adobe Creative Suite  
Figma  
Procreate  
Keynote & Powerpoint  
Branding / Brand Strategy  
Content Marketing/Strategy  
Project Management  
Market Research  
Cryptocurrency Knowledge

**Personality**

ENFJ-A "Protagonist"  
Emotionally Intelligent  
Intuitive & Resourceful  
Creative Thinker  
Passionate Advocate  
Continuous Learner  
Excellent Communicator  
Detail-Oriented  
Highly Organized  
Passion for all things beautiful

**Interests**

Visual arts  
Literature  
Music Curation  
Documentaries  
Skateboarding  
Blockchain Technology  
Feminism  
Fashion, Art, and Tech  
Mental Health and Wellness  
Cats

"everyone you will ever meet knows something you don't" -Bill Nye