

Claire Gipson

CREATIVE + LEADER

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Education

2012–2014 **VCU Brandcenter**
Master of Science in
Business / Art Direction

2005–2009 **Miss. State University**
Bachelor of Fine Arts /
Graphic Design

Leadership Philosophy

In my Teaching and Creative Direction, I actively work to **develop self-sufficient, confident, well-spoken, deep-thinking designers** who are willing to work hard and to continue learning.

I lead with **vision, honesty, and kindness**.

In classes and on creative teams, I invest in **creating an atmosphere that makes people feel safe experimenting** with new methods and ideas.

Clear expectations and regular feedback are key to any creative working environment. The best work is created by making, critiquing, troubleshooting, and adjusting. It's not about doing it right the first time — it's about working through lots of little failures to forge a path to success.

My goal is always to develop a design community where people **collaborate** and push one another to become **better designers, thinkers, writers, and speakers**. I love seeing team members work past their obstacles and push harder, and I love seeing them realize they've solved the problem.

Disciplines

- Advertising
- Graphic Design
- Packaging Design
- Retail Product Design
- Brand Strategy
- Design Education

Selected Clients

- Altar'd State
- Aspen Bay Candles
- Capri Blue
- Carvana
- Colorado Department of Public Health & Environment
- Colorado Lottery
- Denver Zoo
- Downtown Panama City
- Fiat
- Francesca's
- Home Goods
- jetBlue
- Keystone Resort
- Madewell
- Silk Almondmilk
- Spectrum Reach
- Thymes
- Tory Burch
- Toshiba Canvio
- Vail Resort
- Visit Coastal Mississippi
- Visit Hattiesburg
- Visit Jackson
- Westfield Malls

Notable Retailers of My Work

- Altar'd State
- Anthropologie
- Barnes & Noble
- Bloomingdale's
- Francesca's
- Goop
- Nordstrom
- Revolve
- Sephora
- TJ Maxx
- Ulta

Selected Programs

- Illustrator
- InDesign
- Photoshop
- Lightroom
- Premier Pro
- After Effects
- Procreate
- Unity
- Keynote/PowerPoint

Experience Overview

CREATIVE DIRECTION AND TEACHING:

- **Business development** (creating a business plan and securing \$100,000 in grant funding) for a student agency startup within the College of Architecture, Art + Design
- **Creative team development** (searching for, interviewing, hiring, and mentoring employees to build a design team from scratch) for a student agency within the College of Architecture, Art + Design
- **Project management** (assigning briefs, clients, and objectives and providing project structure to students in advertising and branding classes; with some of the bigger 360° projects lasting entire semesters)
- **Brand strategy management** (helping students in qualitative brand research and target audience definition; and helping them to create an appropriate brand tone for that audience) in classes
- **Creative leadership** (guiding students through the process of brainstorming, conceptualizing, and designing branded elements, print ads, commercials, and social media ads for exhibition in their portfolios; including providing motivation and constructive feedback throughout the project)
- **Creative critique/feedback** (assessing creative work and pushing students to improve their work and to develop their conceptualization skills, software skills, design theory, color theory, typography, copywriting, and presentation skills)

ADVERTISING ART DIRECTION:

- **Ideation and conceptualization for new business pitches** (including the execution of speculative work)
- **Ideation and conceptualization of creative work** (including commercials, print work, social media, etc.) for major brands like Toshiba, Fiat, and Carvana, Denver Zoo, Keystone Resort, Spectrum Reach, etc. (see client list)
- **Team management** (communicating with copywriters, production artists, web designers, photographers, illustrators, directors, actors, video editors, motion designers, sound engineers, etc.) to execute final assets for agency brands
- **Working on multiple projects with tight deadlines**

PRODUCT AND PACKAGING DESIGN:

- **Client management** (interpreting briefs, translating requests, pitching design directions, etc.) like Altar'd State, Capri Blue, Madewell, Thymes, etc. (see client list)
- **Product design and development** (sketching, gathering reference images of materials, building files in Illustrator with measurements and specifications for vendors, etc.)
- **Vendor management** (communicating feedback and changes with vendors as they create product samples, working with vendors to modify existing products in order to create unique SKUs, etc.)
- **Buying** (traveling to places like the Canton fair in Guangzhou, China, to choose samples for the product line)
- **Product line development** (placing orders for samples from multiple vendors all over the world, inspecting those samples, and then making decisions about what should go into the product line)
- **Product photography** (once chosen, photographing all new products for e-commerce and catalog usage)
- **Catalog design** (laying out a 450 page book twice a year, complete with photography and product descriptions)
- **Copywriting** (product descriptions for catalogs and e-commerce)
- **Graphic Design** (using Illustrator, InDesign, Photoshop, etc.)
- **Illustration** (using Procreate & Illustrator)

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Experience Breakdown

- 2023–pres **Freelance Associate Creative Director** / Maris, West & Baker (Jackson, MS)
Development of new branding, identity systems, and creative work for tourism accounts like Visit Hattiesburg, Visit Coastal Mississippi, etc.
- 2022–pres **Creative Director/Founder** / Ok Creatives (Starkville, MS)
Creation of student agency in the College of Architecture, Art + Design from scratch
- 2015–pres **Associate Professor** / Mississippi State University (Starkville, MS)
Teaching focus on advertising, branding, video, packaging design, and presentation skills
- 2018–2022 **Freelance Art Director/Designer** / Askew Beauty (New York, NY)
Design of beauty and home fragrance products and corresponding packaging for HATCH Mama, Madewell, Altar'd State, etc.
- 2016–2019 **Freelance Art Director/Designer** / Curio Brands (Minneapolis, MN)
Design and development of candles and other home fragrance products, packaging, catalogs, etc. and creation of brand videos for Capri Blue and Thymes
- 2014–2015 **Art Director** / Cactus (Denver, CO)
Conceptualization and art direction for clients including Denver Zoo, Denver Lottery, Charter Media/Spectrum Reach, Colorado Healthop, University of Colorado Health, and Silk Almondmilk
- 2014 **Junior Art Director** / Goodness Mfg. (Los Angeles, CA)
Conceptualization and art direction for clients including Carvana, Toshiba, Vail, Keystone Resorts, Westfield Malls, and Fiat
- 2013 **Art Direction Intern** / Mullen (Boston, MA)
Conceptualization and Art Direction for clients including Jet Blue, Capital One, US Cellular; participation in a pitches for RFPs
- 2010–2012 **Designer** / Kalalou/At West End (Jackson, MS)
Home décor product design, development & buying, showroom design, catalog design, product photography, copywriting, etc.
- 2010 **Freelance Designer** / Beverage & Food Group (Hilton Head, SC)
Design of logos, print ads, sell sheets, PowerPoint presentations, etc.
- 2008 **Graphic Design Intern** / Maris, West & Baker (Jackson, MS)
Design of print ads and point of sale pieces, assistance with the art direction of TV spots, and production art for promotional pieces and presentation pieces
- 2017 **Graphic Design Intern** / Blufish Design (Starkville, MS)
Design of logos, brochures, websites, etc.
- 2006 **Freelance Designer** / Diageo Liquor Distribution (London, UK)
Preparation of flash files for website
- 2006 **Freelance Designer** / Mississippi Coalition of Partners in Prevention (Jackson, MS)
Design of logo, identity system, posters, website, etc.

Selected Honors

- Capri Blue Gallery Collection** / featured twice in the final issue of HOW + Print "The Best of Design" magazine
- Capri Blue Gallery Collection** / Merit Winner of The Dieline Awards
- Capri Blue Gallery Collection** / Winner in the Creative Quarterly 51 Art & Design Competition
- Capri Blue Gilded Muse Diffuser Cartons** / Runner-up in the Creative Quarterly 51 Art & Design Competition
- Capri Blue Gallery Collection** / Merit Award Winner for HOW In-House Design Awards
- Capri Blue Gallery Collection** / Merit Award Winner for HOW International Design Awards
- Capri Blue Gallery Collection** / Shortlisted for the Communication Arts Design Competition
- Carvana Commercial** / aired regionally during the Super Bowl
- Carvana Commercial** / featured in Adweek
- HATCH Mama Belly Oil** / featured in Allure blog article
- HATCH Mama Belly Oil** / featured in InStyle blog article
- Capri Blue Gallery Collection** / featured on Packaging Of The World
- Capri Blue Gallery Collection** / featured on the Dieline blog
- Capri Blue Gallery Collection** / featured on WGSN as an example of on-trend patterned packaging
- HATCH Mama Belly Oil** / featured in People blog article titled "Here Are All the Products Pregnant Khloé Kardashian Is Using to Prevent Stretch Marks"
- HATCH Mama Belly Oil** / product posted by Khloe Kardashian to her Instagram stories
- HATCH Mama Belly Oil, Down Girl, Belly Mask, Nipple + Lip, Strength + Shine** / featured in multiple Parenting.com articles