

Clara Ganz

Portland, OR | Open to Relocation & Remote Work

503-807-1271 | clarahartlee@gmail.com | www.claraganz.com

EXPERIENCE

CG Creativ LLC, Portland, OR | *Independent brand and visual design studio*

2023 – Present

Founder & Lead Brand Designer

- Deliver brand identity and visual design projects across 4+ industries, supporting startups, small businesses, and established organizations.
- Partner with agencies, in-house teams, and founders to translate strategy into cohesive visual languages and scalable design systems by creating brand and style guide documents.
- Manage end-to-end brand projects across evolving timelines, scopes, and client needs, from discovery through final delivery.
- Collaborate closely with clients to build thoughtful visual identities reflective of mission and long-term goals.
- Supported 5+ client engagements through CG Creativ, including agency partnerships and direct-to-client work, including: Chelsea Collective, Any Lifetime, Stream Alaska, Interwoven Stories & Rebel Health.

Chelsea Collective, New York, NY (Remote) | *Brand strategy and communications consultancy*

2024 – Present

Contract Brand & Visual Designer

- Deliver contract-based brand and visual design support across client accounts.
- Led the visual rebrand for Any Lifetime, translating brand strategy into a cohesive, scalable identity system and delivering a comprehensive 40+ page brand guide.
- Provide ongoing design support for Mostly Matcha, producing multi-channel assets across print and digital.
- Partner with strategists and content leads to execute polished, implementation-ready work, bridging strategy and creative execution.

GUASFCU, Washington, DC | *Member-owned, student-run financial institution*

2021 – 2023

VP of Marketing; Graphic Designer

- Launched comprehensive brand guidelines and trained a 20+ person marketing team on implementation, ensuring brand cohesion across all platforms.
- Produced high-volume marketing assets, including mailers, flyers, posters, and social media content.
- Spearheaded marketing campaigns for products and programs across social, print, and email channels.

Precision Strategies, Washington, DC | *Strategy and marketing agency for companies, causes, and candidates*

2022

Digital Strategy Intern

- Drafted daily social copy for high-profile political, nonprofit, and corporate clients.
- Curated daily social media performance reports for a prominent US private foundation's executive leadership, highlighting key engagement metrics and trends.
- Sourced and vetted 50+ influencer candidates and delivered misinformation alert reports for a leading pharmaceutical company.

SKILLS

Design: Brand Identity, Visual Systems, Typography, Print & Production, Motion Design

Tools: Adobe Creative Suite, Figma, After Effects, Premiere Pro, Mailchimp

Strategy: Brand Strategy, Campaign Execution, Visual Storytelling

CREATIVE PRACTICE

Run CG Creativ's social platforms as an experimental outlet for tactile, process-driven, and concept-led design work.

EDUCATION

Georgetown University – B.A. in Psychology & Art