

Clara Ganz

WORK EXPERIENCE

Any Lifetime, New York, NY (Remote)

04/2025 – Present

New York-based leisurewear company

Brand + Graphic Designer

- Developed a unified brand identity system for a NYC-based ethical fashion label, defining visual language, tone, and values that champion sustainability and gender-inclusive design.
- Built a multi-platform design system spanning web, social, packaging, and garment labels—blending nostalgic NYC visuals with emotionally resonant, purpose-led storytelling.
- Authored a 40+ page brand guidelines deck as a comprehensive internal toolkit to guide future marketing, product development, and production workflows.
- Designed and spec'd physical brand assets including custom garment twill, silk patches, care labels, hang tags, and shipping materials—detailing dimensions, spacing, materials, and Pantone colors for production accuracy.

Stream Alaska, Anchorage, AK (Remote)

12/2024 – Present

Subsidiary of GCI providing streaming services to Alaskan residents

Contract Graphic Designer & Marketing Specialist

- Conceptualized Stream Alaska's logo and brand identity system, creating a cohesive visual language resulting in 3500+ website visits within one month.
- Developed a cohesive suite of branded internal documents including letterhead and business cards ensuring consistency across all employee communication.
- Created a series of automated welcome emails for new subscribers using Mailchimp with a 40% click rate, increasing customer retention.

Susannah Fox, Washington, DC

06/2023 – 03/2025

Author of 'Rebel Health' published by MIT Press

Contract Graphic Designer

- Originated the book's visual identity producing 20+ assets for multi-channel promotional campaigns, accounting for 50% of 2000+ preorders.
- Designed marketing collateral that directly influenced MIT Press's cover art.
- Engineered a set of website assets aligned with new style guides, which elevated the author's professional image.

GUASFCU, Washington, DC

01/2021 – 03/2023

Largest student-run financial institution with over \$20 mil in peak assets

VP of Marketing; Graphic Designer

- Launched inaugural style and brand identity guidelines, incorporating detailed specifications for logo usage, imagery, and tone of voice; trained 20+ interns in the marketing department to ensure compliance.
- Formulated and edited 30+ pieces of marketing collateral monthly, across loan campaigns, social media, merchandise, and recruitment, ensuring consistent brand messaging and visual identity.
- Guided weekly meetings for a 20+ person marketing department, setting assignments and expectations in order to reach goals in a timely manner.
- Spearheaded monthly collaborative meetings across the 6 core departments' executives to workshop and align marketing's endeavors with the greater credit union's vision.

Precision Strategies, Washington, DC

06/2022 – 08/2022

Strategy and marketing agency for companies, causes, and candidates

Digital Strategy Intern

- Drafted daily social copy for high profile political and corporate clients to support progressive political programs.
- Curated daily social media performance reports for the executive leadership team of a prominent US private foundation, highlighting key engagement metrics and emerging trends, enabling strategy refinement across platforms.
- Sourced and delivered daily misinformation alert reports and vetted 50+ influencer candidates for a leading pharmaceutical company.

CONTACT

- Portland, OR (Open to Moving)
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SKILLS

Technical Skills:

- **Adobe Creative Suite**—Illustrator, Photoshop, InDesign
- **Figma**
- **Motion Design**—After Effects
- **Video Editing**—Premiere Pro
- **Print Design**—brochures, posters, business cards, invitations, postcards, packaging, letterhead
- **Typography**
- **Branding & Identity**
- **Photo Editing & Retouching**

Techniques:

- Research
- Mood Boards, Storyboards
- Mockups
- Concept Development
- Visual Communication

Tools and Software:

- OpenAI
- Google Suite
- Microsoft Office
- Mailchimp
- Social Media

EDUCATION

Georgetown University

Bachelor of Arts

Psychology, Art

GPA—3.79/4.00

Washington, DC — 05/2023

OTHER

Coursework

- Principles of Design
- Intro to Graphic Design,
- Advanced Graphic Design
- Intro to Animation
- Advanced Animation