



Clara Ganz

www.claraganz.com

## EDUCATION

Georgetown University | College of Arts and Sciences | Washington DC

**Major:** Psychology

**Minor:** Art

**Cumulative GPA:** 3.79/4.00

**Graduated:** August 2023

## SKILLS

### Adobe Creative Suite

Illustrator, Photoshop, InDesign, Premiere Pro, After Effects

### Motion Design

After Effects

### Print Design

brochures, posters, business cards, invitations, postcards, packaging

### Figma

### Typography

### Branding + Identity

### Photo Editing + Retouching

### Google Suite

Drive, Docs, Sheets, Slides, Calendar, Jamboards, Meet, Gmail

### Social Media

Instagram, Facebook, X, Threads, TikTok, Snapchat, LinkedIn

### Marketing Platforms

Mailchimp, Crystal Reports, Canva

## INTERESTS

- Vinyasa Yoga
- Crocheting
- Screen Printing
- Bookbinding
- Sugar Cookie Decorating
- Fashion Design
- Golf (6-handicap)

## PROFESSIONAL EXPERIENCE

**Georgetown University Alumni Student Federal Credit Union | 2021 – 2023**  
Largest student-run financial institution with over \$20 million in peak assets  
Vice President of Marketing | Positions held: Bank Teller, Analyst, Graphic Designer

- Developed and implemented the organization's first ever brand identity system to improve visual cohesion across platforms
- Ran weekly meetings and set intern expectations
- Collaborated with other department executives to set strategy and devise tactics to ensure the credit union's growth and longevity
- Designed/edited collateral materials for loan marketing campaigns, rewards partner advertising, social media, intern recruitment, and merchandise
- Reorganized internal operations to improve efficiency and facilitate interdepartmental communication

**Precision Strategies | June 2022 – August 2022**

Strategy and marketing agency working with companies, causes, and candidates  
Digital Strategy Intern

- Drafted daily social copy for high profile political and corporate clients to support progressive political programs
- Designed paid and social brand content for Humana
- Compiled and delivered daily social media engagement reports for members of the executive leadership team at a prominent US private foundation
- Sourced and delivered daily misinformation alert reports and vetted influencer candidates for leading pharmaceutical company

## DESIGN INDUSTRY EXPERIENCE

**Stream Alaska | December 2024 – Present**

Subsidiary of GCI providing streaming services to Alaskan residents  
Graphic Designer – Contract

- Designed the Stream Alaska logo for multimedia use
- Collaborated with the team to understand goals of the brand and inform the icon design
- Remain on retainer for forthcoming design needs after brand launch

**Susannah Fox – Author of Rebel Health | June 2023 – April 2024**

A field guide to the patient-led revolution in health care published by MIT Press  
Graphic Designer – Freelance

- Collaborated with the author to devise brand identity for book
- Designed all promotional materials that directly influenced MIT Press' final cover art
- Designed assets to update the author's website to align with brand identity and promote book

**Interwoven Stories | January 2024 – April 2024**

Podcast hosted by Victoria Smith exploring fashion circularity, tech & innovation  
Graphic + Motion Designer – Freelance

- Designed podcast logo for multimedia use
- Animated logo in After Effects for podcast videostream intros and outros
- Collaborated with host to design branded tote bags and baseball caps for purchase

## CONTACT

Website – [www.claraganz.com](http://www.claraganz.com) | Email – [clarahartlee@gmail.com](mailto:clarahartlee@gmail.com)

Phone – 503.807.1271