

Claire Busch

Product Designer

Experience

Freelance Jewelry Designer

Kore Group - Remote | 2022

Generated jewelry concept designs for the Pokemon brand that would appeal to an older, higher-end demographic.

- ◆ Analyzed trends in both jewelry and the Pokemon fan community to inform design elements.
- ◆ Developed concept sketches for rings, bracelets, necklaces, and earrings featuring the brand's iconic characters and themes.
- ◆ Compiled a deck of designs as well as inspiration for future concepts based on market trend assessment.

Freelance Graphic Designer

Crescent Coffee Company - Remote | 2022

Worked with the founder of an emerging small business to launch the brand and establish design guidelines.

- ◆ Developed Crescent Coffee Company's visual identity from the ground up, including creating a logo and other assets to use on social media platforms such as Facebook, TikTok, and Instagram; driving an increase in revenue by 10%.
- ◆ Compiled an extensive set of brand guidelines using Adobe Indesign which included typography, color palette, aesthetic, logo, and iconography.
- ◆ Designed eye-catching business cards, labels, and packaging that set Crescent Coffee Company apart from its competitors.

Product Development Specialist & Junior Graphic Designer

Tura, Inc. - New York, NY | 2022

Handled product development and production timelines for five eyewear brands.

- ◆ Took on the additional role of Junior Graphic Designer to meet business needs.
- ◆ Organized product sampling by communicating effectively with factories internationally using Product Lifecycle Management (PLM) software, ensuring timely deliveries and maintaining positive relationships.
- ◆ Performed trend research and analysis, produced reports, and offered advice to senior management based on my findings.
- ◆ Led introduction and training for new technologies such as Promoboxx (social media automation) and a new PLM system.
- ◆ Won an internal competition for limited edition glasses design.

Assistant Program Manager

Cardinal Fencing Academy - Sterling, VA | 2020-2021

Mentored beginner and intermediate fencing students, furthered program development, and spearheaded creative projects.

- ◆ Designed club merchandise and promotional artworks, leading to a 15% increase in tournament registration.
- ◆ Introduced and hosted highly successful seasonal marketing events that drove customer engagement.
- ◆ Organized and oversaw tournaments and demonstrations that led to increased student enrollment.
- ◆ Shot and retouched photos using Adobe Photoshop.

Contact

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Skills

Design Software:

• Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Lightroom, Acrobat
• Inkscape, Sketchbook Pro, Canva, Figma

3D Modeling & Rendering:

• Rhinoceros 3D, Fusion 360, Solidworks, GemCutStudio, Keyshot, Alias, Gravity Sketch
• Rapid Prototyping, Model Building, Silversmithing, Lapidary

Design Process:

• User Experience Design (UED), Ethnographic Research, Design Thinking, Concept Development, Product Design, Branding & Identity, Qualitative & Quantitative Trend Research & Analysis

Social Media:

• Facebook, Instagram, TikTok, Snapchat, YouTube

Microsoft Office 365:

• Excel, PowerPoint, Word, Outlook, Teams, OneNote

Education

Bachelor of Science in Industrial Design

University of Cincinnati
Cincinnati, OH
• Cum Laude

Other

International Work Eligibility

I am a dual citizen in the United States and Cyprus, making me eligible for work in the USA and EU. I am open to global relocation.