

Claire Eppley

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EDUCATION

Millikin University, Decatur IL

2022

Bachelor of Arts in Arts Technology

Concentration: **Visual Media**

Academic Certificate: **Commercial Art / Graphic Design**

Cumulative GPA: 3.53/4.0; Cum Laude graduate

WORK EXPERIENCE

FrontlineCo, Springfield IL

Graphic Designer

2025 - Current

- Collaborate with client teams to translate association goals into clear, engaging visual communications while maintaining each organization's unique brand identity.
- Design and produce high-quality print and digital marketing materials for numerous associations, including brochures, newsletters, direct mail, event collateral, advertisements, and web graphics.
- Manage projects from concept through final production, incorporating feedback, meeting deadlines, and coordinating with print and mailing vendors to ensure quality and compliance.
- Balance multiple client projects simultaneously while delivering accurate, on-brand designs in a fast-paced, deadline-driven environment.

Ace Sign Company, Springfield IL

Custom Sign Specialist

2022 - 2025

- Successfully managed numerous projects simultaneously, collaborating with production teams to meet deadlines and ensure high-quality execution of custom signs.
- Designed custom signage by developing initial concepts and client proofs, leveraging expertise in materials and installation techniques to create projects that align with client objectives.
- Leveraged strong communication and negotiation skills to secure deals, enhance revenue, and foster positive customer relationships.
- Created quotes for custom sign projects by utilizing in-depth market knowledge and specialized pricing tools to drive successful sales.

Millikin Creates (student-run venture), Decatur IL

Creative Director

2020 - 2022

- Oversaw the creative team to ensure the successful execution of design projects from concept to completion.
- Mentored and coached team members to foster creativity, collaboration, and professional growth within the creative team.
- Managed client relationships and ensured customer satisfaction with creative solutions.
- Reviewed and approved design concepts, layouts, and deliverables to ensure they met quality standards, brand guidelines, and client expectations.

Millikin University Athletics Department, Decatur IL

Graphic Design Intern

2020 - 2020

- Collaborated with the athletic department, coaches, and staff to develop creative concepts and deliver high-quality visual assets that adhered to branding guidelines.
- Designed a wide range of graphics for social media posts, websites, email campaigns, and printed materials to promote athletic events and programs.
- Developed and executed strategic social media campaigns that successfully increased audience engagement and event attendance.
- Captured and edited high-impact photos of live athletic events for use across all promotional materials.

TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Illustrator, Photoshop, Lightroom, InDesign, Premiere Pro, and After Effects
- Productivity & Office Software: Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace (Docs, Sheets, Slides), with proficiency on both Windows and Mac operating systems
- Web & Social Media Platforms: Experience with website builders (Wix, GoDaddy, Squarespace) and major social networks (Facebook, X, Instagram, TikTok, LinkedIn, YouTube)
- Communication & Collaboration Tools: Microsoft Outlook, Google Drive, Gmail, and video chat platforms including Microsoft Teams and Zoom

SKILLS

- Project Management: Multitasking, Deadline Management, Quality Assurance
- Design & Media: Creative Development, Client Alignment, Visual Communication
- Communication & Interpersonal Skills: Negotiation, Customer Relations, Team Collaboration
- Leadership & Mentorship: Team Oversight, Coaching, Professional Development