



## NELIA CLAUDINO

617-529-5201

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<https://nelia.studio>

Creative Director | Senior Designer

Visual Communicator

Based in New England

Fluent in Portuguese +Spanish

*Creative leader blending design, strategy, and storytelling to bring complex ideas to life. Experienced in brand building, digital campaigns, and cross-platform communications with a strong focus on accessibility and equity. Proven ability to lead teams, create compelling visuals, and drive engagement through thoughtful design.*

### Skills

Strategic Design & Branding

UX/UI Fundamentals

Multilingual, Inclusive Communications

Adobe Creative Suite, Figma, XD, WordPress

Content Strategy & Campaign Planning

Cross-Platform Messaging (Print, Web, Social)

Team Leadership & Mentorship

Visual Systems & Accessibility

### Education

Massachusetts College of Art and Design

— Certificate, Digital Communication (2024–2025)

Suffolk University

— MFA, Communication and Media Studies

Suffolk University

— BFA, Graphic Design

### Certificates

**LinkedIn Learning:** Modern Web Design Process, Social Media Marketing Foundations, Strategy & Optimization, UX Basics, Accessibility, Marketing Tools

**Adobe Certified Associate:**

Graphic Design & Illustration (Illustrator), Print & Digital Media (InDesign), Visual Communication (Photoshop)

### Creative Director / Founder

**Nelia Studio, LLC – 2007–Present**

Led branding, UX, and content strategy for clients including Tufts University, MAVA, and Arthur Murray Studios.

Drove 6,900% increase in social reach and 4,100% engagement lift through storytelling-focused campaigns.

Designed and delivered websites, visual systems, and campaigns using Adobe Creative Suite, Figma, and WordPress.

Created multilingual, accessible materials for diverse audiences, aligning visuals with community needs and equity goals.

### Creative Lead / Vocational Program Supervisor

**Southeastern Regional Technical School – 2021–Present**

Directed visual communications across HVAC, Culinary, Electrical, and Cosmetology programs.

Produced recruitment campaigns, brand-aligned media, and multilingual materials for student and family engagement.

Hired and supported staff, oversaw student success tracking, and led cross-functional messaging

Built internal systems and templates to streamline communication, evaluation, and policy compliance.

### Vocational Director/Communications

**Everett High School – 2018–2021**

Led communications to support vocational equity and family access.

Created branded toolkits and visual systems to support school-wide messaging.

Collaborated with city partners to align outreach with policy goals.

Designed translated resources and led events focused on trust-building with immigrant families.

### Design Program Lead/Instructor

**Somerville High School – 2011–2018**

Built and led a design-focused program combining creative education and industry standards.

Developed curriculum in branding, UX, photography, and motion graphics.

Mentored students to college success—including scholarship-awarded admissions to MassArt.

Directed visual storytelling for events and campaigns aligned with district messaging.



INTERACTIVE RESUME + PORTFOLIO  
[HTTP://NELIA.STUDIO/INTERACTIVE](http://nelia.studio/interactive)