

Clara Joy Strum



Graphic Designer and Illustrator

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Summary

Hard-working and thoughtful graphic designer and illustrator from Canmore AB, who consistently gives my best effort when working on creative projects. I am passionate about typography and packaging, branding, creating goofy animations, and illustrating characters and stories. I love collaborating with other creatives and developing innovative design solutions.

Experience

Digital Press Operator

November 2024–Present

Vancouver Art Department, 8244 Fraser St

Key Qualifications & Responsibilities:

- Experienced at handling a variety of substrates and materials, including printing on, transporting, precisely cutting, and packaging up for the customer—without dirtying or damaging the contents
- Essential knowledge of how to use the HP Latex R1000 printer, Cannon Colorado 1650 UVgel printer, and Summa F1612 flatbed cutting system
- Competent in using illustrator to prepare digital files for printing, by considering the material the design will be printed on, and if something must be changed so that it will print effectively; including adding bleed marks, inserting a white ink layer, or adjusting dimensions

Freelance Graphic Design

June 2022–Present

Self-employed

Key Qualifications & Responsibilities:

- Designing merchandise for small businesses including t-shirts, hats, stickers, embroidery pins
- Meeting with businesses to discuss project details, and using their feedback to effectively develop the designs
- Managing time effectively during the process of researching, brainstorming, designing merchandise, creating mockups, and presenting them to the clients
- Perceptive to the wishes of the client, leading to refining my designs to align with their brand identity

Barista

May 2021–August 2024

Rocky Mountain Bagel Company, Canmore AB

Key Qualifications & Responsibilities:

- Excellent teamwork with coworkers
- Resilient and focused when it is extremely busy
- Effectively and professionally communicates with coworkers and customers
- Proficient at multitasking in the fast paced environment, prioritizing the most important tasks

Education

Bachelor of Communication Design—Graphic Design/Advertising Major and Illustration Minor

August 2019–May 2024

Alberta University of the Arts, Calgary AB

Relevant Coursework: Intro to Branding, Explorative Typography, Animation, Advanced Narrative Illustration, Moving Pictures Advertising & Out of Box Advertising, Packaging

Technical Skills



Illustration (figure drawing, character drawing, animals, environments, paleoart), Animation (hand-drawn 2D), Typography, Branding, Advertising, Researching, brainstorming, idea generation

Interests

Drawing from life, Visual Storytelling, Painting, Embroidery, Print-making

Awards

Peter and Catharine Whyte Fine Art Award
AUArts Eaton First Year Studies Entrance Award

June 2019

October 2019

Portfolio

See it online at www.clarajoy.art