Visual Designer

Claire Harman

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Professional Summary

Multidisciplinary visual designer who believes great design starts with knowing who it's for. Across 8+ years in agency, retail, and higher education, I bring the range and craft to deliver results.

Experience

Visual Designer

Western Governors University | 2026 – Present

- Concept and produce educational graphics and e-learning videos for online course content, delivering 60+ assets per course across 18 courses to date.
- Serve as sole visual designer for a new 10-course bachelor's program, advising on visual strategy, graphic placement, and interactive HTML activities to strengthen student engagement.
- Contributed UI design system guidelines for an internal AI-powered tool, partnering with the integrations team to standardize visual consistency company-wide.
- Built a proofing and tracking system that introduced a structured design review process, improving consistency and cross-team visibility.

Lead Graphic Designer

Victra, Verizon Authorized Retailer | 2023 – 2026

- Managed production of 50+ multi-channel campaigns per quarter across Verizon, Apple, Google, and Samsung brand guidelines, averaging a $6 ROAS.
- Designed for in-store signage, email, SMS, paid media, web, and video, reaching 3.5 million users annually.
- Owned company-wide visual identity standards in partnership with Verizon, building a centralized WordPress branding portal and leading interior branding for a new two-level office.
- Implemented Asana as the marketing team's project management system, building automation workflows that improved efficiency from concept to delivery.

Creative Strategy Designer

Red Edge, LLC | 2020 – 2023

- Created print reports, paid ads, event collateral, social graphics, infographics, and animations on client deadlines.
- Built visual identities for startups and designed responsive web mockups grounded in UX best practices, collaborating directly with developers.

Editorial Designer

Columbia Missourian & Vox Magazine, Missouri School of Journalism | 2018 – 2019

- Designed front and inside pages on nightly deadlines for the local newspaper, and led production of a 40-page special section, overseeing three designers.
- Conceptualized covers and feature spreads for the monthly magazine, using typography and hierarchy to visually guide readers through stories.
- Led production of a fitness magazine as creative director, from concept to final print presentation.

Education

Bachelor's in Journalism, Print & Digital Design Emphasis; Minor in Business

University of Missouri—Columbia

Skills

Tools: Adobe Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Figma, WordPress, HTML/CSS, Asana
Expertise: Branding, Design Systems, UI/UX, Motion Graphics, E-Learning, Print Production, Project Management