



CLAIRE SPRAGUE

Associate Creative Director / Senior Art Director / Creative Manager

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boa technology denver_co

CREATIVE MANAGER, DECEMBER 2015 – APRIL 2018

SENIOR GRAPHIC DESIGNER, DECEMBER 2011 – DECEMBER 2015

- :: Responsible for all creative materials for the Boa global headquarters in Denver, as well as creative brand oversight across all Boa regional offices (Austria, South Korea, Japan, China, Hong Kong) in conjunction with the Brand Director.
- :: Create visual solutions that continue to build the Boa brand, as well as build market recognition and penetration across Boa's main strategic categories: snow, cycling, outdoor, running, golf, medical, and workwear.
- :: Manage the Creative Team, consisting of Graphic Designers and a Project Coordinator, within the Brand Department.
- :: Collaborate with VP of Marketing and Brand Director as a key stakeholder in the Boa 2017 re-brand, led by Cinco Design in Portland, OR. This included all-new identity, color palette, messaging, typography, and brand standards.
- :: Implement new Boa brand look, feel, and messaging across all brand touch points.
- :: Guide the creation of an internal process and workflow for the Brand Department using proprietary tools built by the Boa IT team.
- :: Ensure all projects from the Creative Team meet brand standards and have a shared creative approach, while still presenting dynamic visual solutions for the Boa brand.
- :: Complement creative efforts of agency partners, and manage outside contract vendors (print production, video production, design, photography).
- :: Manage and direct photo and video shoots, working with pro snowboarders, pro triathletes, pro paraclimbers, paralympian cyclists, and hired talent. This includes creating storyboards and shot lists, finding talent, scheduling, negotiating budget and contracts, and on-site and post production art direction.
- :: Implement and manage a Digital Asset Management system to bring global consistency for visual assets across all Boa offices.
- :: Function as a resource to other Boa departments through presentation development, sales tool creation, customer service tools, and overall brand stewardship.

juice communications denver_co

ASSOCIATE CREATIVE DIRECTOR, OCTOBER 2010 – DECEMBER 2011

ART DIRECTOR, JANUARY 2006–OCTOBER 2010

- :: Manage internal team of art directors, web developers, and interns as well as outside vendors.
- :: Responsible for concept and design of print and interactive projects for a wide client base.
 - National clients include: Globus family of brands, Lufthansa, Main Street Power, AORNWorks, NBC Universal, Western Union, PT on the Net, and Hewes Marine Company.
 - Local clients include: Bellco Credit Union, Fortune Valley Hotel & Casino, La Veta Inn, Bonza Bodies, Premier Members Credit Union, Intermountain Humane Society, The Children's Hospital, Rocky Mountain Roller Girls, St. Anthony Hospitals, and Volunteers of America.
- :: Guide projects from concept to completion while managing multiple assignments.

mra group syracuse_ny

STUDIO ARTIST, JUNE 2003 – OCTOBER 2005

- :: National clients included: ADT, Bankrate.com, FedEx Kinko's, Hand Held Products, Jersey Mike's Subs, and Sallie Mae.
 - Local clients included: Syracuse Stage, Syracuse Habitat for Humanity, and the Syracuse Division of the American Heart Association.
- :: Collaborated with fellow designers to effectively communicate ideas.
- :: Assisted managing the design internship program.

syracuse university

BACHELOR OF SCIENCE DUAL DEGREE, MAY 2003

- :: S.I. Newhouse School of Public Communications, Graphic Arts
- :: Martin J. Whitman School of Management, Marketing
- :: Semester Abroad Program, London, Fall 2001
- :: Dean's Scholar



freelance anywhere_us

- :: Bestop Inc., March 2018 – Current. Contract freelancer for all things Marketing.
- :: White House Fellows Foundation and Association, Summer 2005 + Summer 2010 + Summer 2015. Created identity and collateral for 40th, 45th, and 50th Anniversary Celebrations.
- :: National Farm to School Network, February 2014 – February 2015. Created custom graphics, pull-up banners, PowerPoint and Word templates, folders, and stationery.
- :: Hewes Marine Company, January 2012 – January 2015. Designed sell sheet and print ads. Created the full product line annual brochure, including design and print production.
- :: Taharaa Mountain Lodge, November 2010 – November 2011. Complete re-design of website.
- :: Your Life Extraordinary Fitness, Fall 2011. Brand development.
- :: The Unite Foundation, Fall 2009 + Spring 2011. Designed posters and a brochure for a fundraising event in Washington, D.C.
- :: Examgen, December 2004 – December 2005. Created line art illustrations for educational publishing and software company.
- :: Red Planet, January 2004 – January 2006. Complete re-design of website for a skate park in Oswego, NY.
- :: The American Red Cross, Syracuse Division, January 2003 – May 2003. Designed brochures, invitations, and advertisements for local events.
- :: Equal Time Campus Magazine, August 2002 – May 2003. Created graphic standards, edited photography and layouts, and managed the 20 person art staff.
- :: Eddie Adams Workshop, August 2002 – October 2003. Designed 196-page color photography book in conjunction with Thirst of Chicago, and created identity and print pieces for the Eddie Adams Barnstorm XVI Workshop.
- :: The Connection Newspaper, VA, May 2001 – August 2001. Designed advertisements for 14 regional newspapers.

awards

- :: Art Director's Club Denver. Annual Show, September 2010. Gold, Self-Promotion. Client: Juice Communications
- :: C.U.E.S. Golden Mirror Awards, August, 2010. First Place, Print Ad Series. Client: Bellco Credit Union
- :: Colorado A.M.A. Peak Awards, June 2010. Silver Award, Integrated Marketing Campaign. Client: Bellco Credit Union
- :: M.A.C. Awards, May 2008. Gold Award, Outdoor Alternative Media. Client: Bellco Credit Union
- :: C.U.N.A. Awards, April 2008. Competition's Best Campaign, 2 Diamond Awards, 3 Merit Awards. Clients: Premier Members Credit Union, Bellco Credit Union.
- :: Syracuse Ad Club Awards, March 2006. Best of Show, 11 Gold Addys, 1 Silver Addy. Client: Syracuse Stage.

bonus

- :: Tradeshow/Event Experience: Outdoor Retailer, On Snow Demo, The Running Event, SIA Snow Show, GoPro Mountain Games, Leadville 100 MTB, IRONMAN World Championship in Kona.
- :: Houston Advertising Addy Awards, Creative Judge, 2012.
- :: HOW Design Conference, 2013, San Francisco, attendee.
- :: G.R.O.W. Management Training, 2014-2015. A comprehensive year-long training program for managers at Boa to develop best practices pertaining to: hiring and onboarding, dealing with conflict, strategic planning, problem-solving and decision making, meeting effectiveness, and consistent management practices across the company.
- :: D.I.S.C. Personality Profile Assessment: Blue (Compliant) + Green (Steadiness).
Blue (Compliant) Characteristics: Accurate; analytical. Conscientious; careful. Fact-finder; precise. High standards; systematic.
Green (Steadiness) Characteristics: Good listener; Team player. Possessive. Steady; Predictable. Understanding; Friendly.

references

- :: Chuck Mason, Former Chief Commercial Officer at Boa Technology.
253.381.7316, cjmason@gmail.com
- :: Garrett Graubins, Former Director of Marketing at Boa Technology. Current Director of Marketing at Bestop Inc.
303.728.4387, garrett.graubins@bestop.com
- :: Mike Spencer, Graphic Designer at Boa Technology.
406.579.8201, mspencer@boatechnology.com
- :: Matt Maxfield, Former Account Director, Juice Communications. Current Manager of Global Marcom Campaigns at Hach Company.
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