



CHLOE CASTELLI  
GRAPHIC DESIGNER

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## EDUCATION

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**ArtCenter College of Design** | 9.2024–Present  
Pasadena, CA  
Candidate for a Master of Fine Arts in Graphic Design

### Focused Coursework at ArtCenter

A three-day intensive workshop to reinvent the luxury hospitality experience for a hotel in Laguna, California. My role was to create the name, logo, and brand story.

**High Point University** | 8.2018–5.2022  
High Point, NC  
Bachelor of Arts in Graphic Design  
Minor in Communications

## EXPERTISE

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**Strong working knowledge of:** Illustrator, Photoshop, InDesign, Keynote, ChatGPT, Perplexity, Claude, Basecamp, Procreate

**Familiar with:** Cinema 4D, Redshift, SolidWorks, Keyshot, Premiere Pro, AfterEffects, Lightroom, MadMapper, Figma, Miro, Hootsuite, Discord, Word

**Skills:** Brand identity, packaging design, 3D printing, art direction, DSLR photography, laser cutting

## RECOGNITION

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**Graphis New Talent Annual 2025, Silver**  
Sprouts Farmers Market (branding, design)

### ArtCenter Student Gallery

Ceora, Fall 2025 (3D motion design)  
Rhode, Summer 2025 (motion design)  
Braun Clock, Summer 2025 (product design)  
Bené, Spring 2025 (brand identity, packaging)  
Sprouts Farmers Market, Fall 2024 (brand refresh)

**National Biennial Exhibition of Artifact [BOLD] 2022**  
Daydreamer, Student Prize (poster design)

### Outstanding Senior Award, 2022

Awarded by High Point University's School of Art & Design for outstanding leadership of the student body and design work.

## EXPERIENCE

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**Sales Associate** | 3.2024–10.2024  
Anthropologie | King of Prussia, PA  
Drove sales by providing a personalized experience to customers. Located merchandise for customers and organized inventory for efficient service. Operated cash register and handled card processing, refunds, exchanges, and returns. Supported the retail display team by creating handmade art décor for visual displays.

**Freelance Editor** | 10.2023–10.2024  
Delaney Video LLC | Wayne, PA (Hybrid)  
Transformed raw video clips into organized select sequences and assemblies essential to the post-production process. Managed video camera equipment during production shoots.

**Freelance Graphic Designer** | 6.2021–3.2024  
Remote / In-Person  
Clients: Power Design, *High Point Discovered*, *Community U*  
Designed and produced secondary logo for a non-profit organization to use across magazine and SM platforms.

**Digital Marketing Intern** | 5.2022–4.2023  
Kanakuk Kamps | Branson, MO  
Studied user social media trends to enhance social media strategy. Worked with Multimedia Director and Web and App Specialist to refine website designs and photography for in-house social media posts.

**Student Instructor** | 3.2021–6.2022  
High Point University | High Point, NC  
Assisted Professor Carrie Dyer with Introduction to Graphic Design course. Led critiques of project ideas and resolved in-class technical issues. Helped students develop creative concepts for graphic design projects and tutored students in Illustrator, Photoshop, and InDesign.

**Sales Representative** | 3.2022–4.2022  
Amity Home, HP Furniture Market | High Point, NC  
Learned product line to effectively assist customers with purchases. Provided knowledge on products, pricing, shipping, and manufacturing. Responded quickly to improve customer satisfaction and contributed to increased sales.