

CLAIRE KLAUS



CREATIVE BRAND DESIGN
& DIGITAL EXPERIENCE

CONTACT

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EDUCATION

M.A. in Advertising;
Texas Creative Portfolio Program
University of Texas at Austin, TX
2015–2017

Arts in Business Certificate &
Summer Internship
University of Edinburgh, UK
2012

Visiting Student Program,
English Literature
University of Oxford, UK
2011

B.A. in English Literature
Minor in Music
Columbus State University, GA
2011

SKILLS

Visual Design
Brand Identity & System Design
Logo & Iconography Design
Illustration & Drawing
UI/UX Design
Video & Photo Editing
Motion Graphics
Photography
Presentation Design
Project Management
Audio Production

PROFILE

Creative leader with 10+ years of experience building and evolving B2B SaaS brands through visual design, digital experiences, campaigns, and storytelling. Experienced leading large-scale brand initiatives, website redesigns, product launches, and cross-functional creative programs while partnering closely with executives, marketers, product teams, and external agencies to drive business growth. Passionate about developing scalable design systems and AI-enabled creative workflows that empower teams to efficiently produce high-quality branded content.

WORK EXPERIENCE

Senior Brand Designer

15Five / 2023 – Present

Lead visual design and brand initiatives for 15Five, a category-leading performance management platform serving HR and people leaders.

- Led the redesign and migration of 15Five's corporate website, modernizing the visual brand, improving scalability, and creating a more maintainable experience for internal teams
- Evolved the company's visual identity to better reflect an AI-forward product vision, introducing new creative systems, design patterns, and visual assets across marketing channels
- Partnered closely with executive leadership, product marketing, demand generation, content, and product teams to develop cohesive brand experiences across campaigns and launches
- Creative lead for multiple go-to-market launches, developing launch identities, campaign assets, sales enablement materials, presentations, and digital experiences
- Designed executive presentations, keynote decks, customer-facing materials, and strategic communications used across leadership, sales, and marketing functions
- Established scalable templates, design systems, and brand resources to improve consistency and empower non-design teams to create on-brand materials
- Managed external creative partners and vendors across illustration, web development, and specialized production work

Brand Designer, Digital





ActiveCampaign / 2022–2023

- Collaborated across a multidisciplinary brand team to develop integrated campaigns, digital experiences, website assets, motion graphics, and marketing materials
- Contributed to brand evolution efforts across web, advertising, content, and event marketing channels
- Partnered with marketing stakeholders to translate business goals into effective visual communication and customer-facing experiences
- Participated in and led weekly critique and feedback sessions with the design team.

TECHNOLOGY

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Lightroom
- Claude.ai & Claude Design
- Hubspot
- Ableton Live
- Asana
- Google Suite
- Chat GPT
- Canva
- Sketch
- Jitter

INTERESTS

-  Drawing & Fine Art
-  Music Production
-  Reading
-  Paddle boarding

REFERENCES

Leah Bury

Sr. Content Marketing Manager

15Five (2021–2024)

+1 (484) 885–6800

leahburycreative@gmail.com

Julia Stead

Chief Marketing Officer

Kindsight

julia.stead@kindsight.io

WORK EXPERIENCE CONT.

Senior Creative Designer

Kazoo HR (now WorkTango) / 2017–2022

Served as the lead visual designer for a rapidly growing HR technology company, helping shape and scale the brand through a period of significant growth, acquisition, and evolution.

- Led the creative direction and execution of integrated marketing campaigns across digital, web, video, social, email, events, and print channels
- Owned the development and evolution of Kazoo's visual identity, including brand guidelines, illustration systems, iconography, and design standards
- Art directed advertising campaigns that increased click-through rates by more than 400%, making display ads one of the company's highest-performing traffic sources
- Developed and scaled the company's video marketing program, increasing YouTube viewership by approximately 695% year over year
- Led the design and maintenance of the company website, including UI/UX systems and visual experience improvements
- Helped redesign email marketing creative, contributing to a 45% increase in click-through rates
- Managed freelance designers and provided mentorship to interns and junior creatives

Marketing Graphic Designer, MBA Program Office

McCombs School of Business, University of Texas at Austin / 2015–2017

In this traditional graphic design role I served a critical role in the marketing materials and communications from the MBA program at the UT Business School. I worked both with a team in the Business School Office, and independently, self-managing most projects and project deadlines.

- Creation of digital ads and social media posts
- Flyers, print ads, pamphlets, and print media for prospective and incoming students
- Packaging design for NanoTech products

Branding & Marketing Graphic Designer

NanoTech / 2017

Worked on the marketing team as the primary marketing designer for this biotech startup based in Austin, TX.

- Solidify the visual brand for the company and play a role in developing brand guidelines
- Created a variety of educational and marketing materials (print and digital), including pamphlets, brochures, presentations, ads, and infographics
- Packaging design for NanoTech products

Art Direction Intern

Mitscoots Outfitters / 2016

Interned at a charitable, Austin-based apparel company that follows the one-to-one model of giving and helping the local unhoused population. I worked on a variety of different marketing initiatives and projects including:

- Art directing photoshoots and social media campaigns
- Photo and video editing
- Illustration and production design
- Brand development