



Connor Gravelle

BRAND DESIGN & STRATEGY

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WORK EXPERIENCE

Gravelle.Design *Brand Designer, Freelance*

- July 2024 – Present - Spearheaded a comprehensive visual identity and associated brand guidelines for a local, Cape Cod-based real estate start-up (Classic Cape Real Estate).
- Designed and Developed a high-quality website for a Massachusetts Credit Union, positioning the brand competitively and establishing a digital presence that would be critical to the firm's client acquisition process.
- Crafted visual identity, assets, and printed materials for my sister's wedding, covering eight touchpoints, and reaching 100+ people.

The Olympics *Brand Strategist, MPS Branding Thesis Project*

- June - July 2024 - Applied frameworks, operating principles, and knowledge from the MPS program, in collaboration with three colleagues, to reposition the world's largest multi-sport athletic competition.
- Developed a narrative arc to succinctly articulate the brand's 3,000-year history, culminating in a Big Idea that oriented our repositioning.
- Executed strategic proposals with clarity and extensive understanding, facilitating intelligent and productive meetings, with topics ranging from organizational structure and history, to visual identity, naming and global rollout plans.

Colangelo SM *Art Director, Full-time*

- Jan 2022 – Nov 2023 - Demonstrated versatility by delivering on briefs for Shopper Experience brands in categories ranging from snacks to spirits, tobacco, and cannabis.
- Conceptualized strategic direction to develop client-winning key visuals for three out of four RFPs.
- Directed and pitched a robust visual rebrand of brand narrative and core assets including a redesigned logo mark, resulting in being named Agency of Record with a billion dollar corporation.

Haddad & Partners *Junior Graphic Designer, Full-time*

- Jun – Dec 2021 - Provided design support on brands of varying scale, contributing to production, generating SM content, and executing Brand Identity Design.
- Praised by the Director of Studio operations for time management skills, commitment to design, and collaborative nature.
- Part of a team of three that generated over 120 out-of-home touchpoints over the course of four weeks for a national holiday campaign.

Black Pearl Custom Artwork *Collaborator*

- February 2019 – Present - Provided painting and Graphic Design services on a project to project basis, collaborating on nearly a dozen mural paintings and designs over five years.
- Led the creation of presentations and key visuals that successfully secured two new clients.
- In fall of 2021 provided strategic positioning, creative direction, and web design for Black Pearl, resulting in a four-client uptick from the previous year.

EDUCATION

2023 - 2024 **School of Visual Arts**

MPS Branding

2019 - 2021 **University Of Hartford**

BFA Visual Communication Design
Minor: Marketing
Dean's List + Merit Scholarship
Majority semesters at UHART

2015 - 2017 **Housatonic Community College**

AFA Graphic Design

INDUSTRY ENGAGEMENT

PRINT **SVA Branding: 100 Days Project**

2024 100-Days Project shared by Print Magazine in yearly publication.

AIGA CT **Communication Board Member**

Oct 2022 Reviewed Portfolios, supported
– programing, and generated social
April 2023 content to support recent Design grads.

GD USA **2021 Students to Watch**

2021 Named one of two students selected from the UHart VCD program to represent the school in GD USA.

SKILLSSETS

Creative	Art Direction	Collaboration
	Brand Strategy + Identity Design	Trend Analysis & Forecasting
	Motion Graphics	Illustration
	Market Research	Semiotic Analysis

Technical	Photoshop	Chat GPT
	Illustrator	Miro
	After Effects	Procreate
	InDesign	Wix
	Adobe XD	Glyph 3