



Connor Shea Gravelle

BRAND STRATEGIST

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INTRODUCTION

Hello, my name is Connor Gravelle. I am a New York based Art Director, and Brand Strategist. I codify complexity to create simple and lasting solutions to brand challenges.

At the School of Visual Arts I am currently studying Branding in company of some of the most exceptional minds in the field to better understand how to bridge the gap between Design and Strategy.

EDUCATION

School of Visual Arts

M.P.S. Branding

September 2023 - May 2024

University Of Hartford

B.F.A. Visual Communication Design

Minor: Marketing

Aug 2019 - May 2021

Dean's List

+ Artistic Merit Scholarship

Majority semesters at UHART

Housatonic Community College

A.F.A. Graphic Design

Aug 2015 - Dec 2017

EXPERIENCE

Art Director | Colangelo Synergy Marketing

January 2022 - November 2023

As Art Director my responsibilities involved traditional and digital B2C marketing, with clients ranging in categories from snacks, spirits, tobacco, cannabis, and more. In this time, I provided client winning key visuals on 3 different RFPs, and designed the rebranded logo, and core creative assets that won us agency of record status with a large tobacco company.

Junior Graphic Designer | Haddad & Partners

June 2021 - December 2021

Working directly with owner DJ Haddad, I provided design support on several brands of varying scale, contributing to production, generating SM content, and executing Brand Identity Design. At H&P I was part of a team of 3 that generated over 120 out of home touchpoints over the course of 4 weeks for a national holiday campaign. E-Commerce sales that season rose nearly \$30m from the previous (2020).

Collaborator | Black Pearl Custom Artwork

February 2019 - Current

Since 2019 I have been offering Black Pearl Custom Artwork my painting and Graphic Design services on an as needed basis, during which I have collaborated on several small business murals and produced multiple client winning Key Visuals. In 2021 I was hired to provide strategic positioning, and creative direction for the company's digital presence resulting in blackpearlcustomartwork.com, on which I personally handled copywriting, design, and web development.

INDUSTRY ENGAGEMENT

Board Member | AIGA Connecticut

October 2022 - April 2023

2021 Students to Watch | GD USA

SKILLS / EXPERTISE

Art Direction

Brand Strategy

+ Identity Design

Motion Graphics

Market Research

Collaboration

Illustration

Sketching

Semiotic Analysis

Time Management

Trend Analysis

& Forecasting