

CONNOR GRAVELLE

CREATIVE STRATEGIST

INTRODUCTION

Hi there, my name is Connor Gravelle, I am an interdisciplinary visual communicator with a professional background in Art Direction, Motion Design, UI Design, and Brand Identity Design.

I have been practicing Graphic Design since 2015 and have since constantly searched to uplift myself and those around me, professionally and otherwise.

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. I worked directly with the strategy team producing key-visuals across a spectrum of active clients, and also provided animation and video assets when needed.

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 exploring Brand Identity Design along with other teams when opportunities arose. In this role I was fortunate enough to work with several different clients, ranging from tech giants to small B2B Marketing.

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.

gravelle.design/

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EDUCATION

School of Visual Arts

September 2023 – July 2024 (Expected)

M.P.S. Branding

University Of Hartford

Aug 2019 – May 2021

B.F.A. Visual Communication Design

Minor: Marketing

Dean's List

+ Artistic Merit Scholarship

Majority semesters at UHART

Housatonic Community College

Aug 2015 – Dec 2017

A.F.A. Graphic Design

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