

Connor Gravelle

gravelle.design
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Connecticut based Graphic Designer specializing in Brand Identity Design, Motion Design, and Strategic Positioning. I craft visual identities that transform strategic insight into symbol rich narratives.

WORK EXPERIENCE

Gravelle.Design
Jul 2024 - Present
Independent Brand Designer, Full-time
Personal design practice specializing in brand identity design, web design, and print design for scaling businesses.

- Developed comprehensive brand identity including brand guidelines, website, and ongoing design services for Cape Cod based real estate brokerage Classic Cape Real Estate.
- Collaborated with Passhel Design to draft the 2024 annual report for the YMCA of Greater Hartford.
- Invited to conduct and present Brand Audit to support an RFP in the jewelry space for New York based Creative Agency BALD.

Colangelo Synergy Marketing
Jan 2022 - Nov 2023
Art Director, Full-time
(Now known as "The Brand Behaviorists") Norwalk based marketing agency with a focus in shopper behavior and brand attachment.

- Developed client-winning visuals for three RFPs while managing creative needs across three active accounts.
- Conducted extensive anthropologic research into shopper behavior and category trends to inform strategic positioning.
- Directed a robust CPG rebrand, including redesigned logomark and design system, implemented across digital platforms, campaigns and 13 SKUs.

Haddad & Partners
Jan 2022 - Nov 2023
Junior Graphic Designer, Full-time
Global creative agency headquartered in Fairfield, Connecticut.

- Built and applied brand identity systems across digital and print for clients ranging from startups to Fortune 500s.
- Consistently recognized by studio leadership for reliability, collaboration, and maintaining high design standards.
- Developed creative execution for national OOH liquor campaign spanning 120+ locations across 26 states.

Black Pearl Custom Artwork
Feb 2019 - Present
Partner
Independent Connecticut based design studio specializing in custom mural painting and branding services.

- Brought on as a partner to expand BP's capabilities and provide agency-level branding services to an established client base.
- Developed presentations and key visuals that were leveraged to win two new clients.
- Led strategy, creative direction, and web design for Black Pearl in 2021, resulting in four new clients year-over-year.

EDUCATION

2023 - 2024
New York, NY
School of Visual Arts
MPS Branding
Thesis Topic: Engendering

2019 - 2021
Hartford, CT
University of Hartford
BFA Visual Communication Design + Marketing Minor
Dean's List + Merit Scholarship majority semesters

2015-2017
Bridgeport, CT
Housatonic CC
AFA Graphic Design

INDUSTRY ENGAGEMENT

AIGA CT
2024 - Present
Community Director
Organized / coordinated seven community events including a branding workshop.

PRINT
2024
SVA Branding: 100 Days Project
100-Days Project "Left Behind" shared by Print Magazine in yearly publication.

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

SKILLSET

Core Capabilities
Art Direction • Visual Identity • Logo Design • Typography & Lettering • Motion Design

Strategic Capabilities
Brand Positioning • Market Research • Trend & Semiotic Analysis • Stakeholder Facilitation

Tools
Adobe Creative Suite • Figma • Glyphs • Google Suite • Keynote