Clare Nam

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portfolio:
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about

Graphic Design BFA Senior at the University of Illinois Urbana-Champaign. Creates intention-driven visual systems with clear hierarchy and storytelling. Passionate for brand identity, typography, layout, social media, marketing, and digital design. Works efficiently from concept to final, iterating through critique and feedback.

education

UNIVERSITY OF ILLINOIS
URBANA CHAMPAIGN
BFA Graphic Design
August 2023 - Expected 2027

skills

Design: Editorial Design, Brand Identity, TL

Software: Adobe Illlustrator, Adobe InDesign, Adobe Photoshop, Figma, Canva

Languages: Korean, English

Additional: Communication, Collaboration

experience

NSAC Illinois | Creative Team Member *August 2026 – Present*

• Collaborate with a multidisciplinary team to develop an integrated advertising campaign for a national competition in partnership with ***Rocket Mortgage***.
• Translate campaign strategy and audience insights into visual concepts, creative directions, and marketing communications.
• Apply graphic design, visual communication, and marketing principles to develop strategic creative work while maintaining client confidentiality.
Work collaboratively within a deadline-driven environment to refine creative concepts and maintain consistency across campaign materials.

THE COLLECTIVE MAGAZINE UIUC | Member *August 2025 – Present*

• Designed editorial spreads for the 2025 and 2026 issue, using typography, hierarchy, grid-based layout, and imagery to create cohesive visual narratives.
• Developed promotional graphics that translated the magazine's editorial identity into engaging social media content.
• Refined layouts through critique and iteration, balancing visual storytelling, readability, and overall composition.

MakeCare UIUC MAKEUP RSO | Executive Board *August 2024 – 2025*

• Developed cohesive visual campaigns for beauty-focused events, translating event concepts into branded social media content and promotional graphics.
• Established visual direction across event materials through intentional typography, imagery, composition, and branding.
• Collaborated with the executive board to develop promotional concepts that aligned with event themes and target audiences.

HER CAMPUS UIUC | Member *January 2025 – Present*

• Curated and developed visual content reflecting contemporary beauty and lifestyle aesthetics for the organization's digital presence.
• Contributed to visual direction and content planning, selecting imagery and compositions consistent with the publication's editorial tone.

LANDOR ARCHITECTURE | Intern *July 2025*

• Produced and refined visual assets across digital and print applications, including website imagery, business cards, packaging, and branded collateral.
• Edited and retouched website photography to maintain a cohesive and polished brand presentation.
• Supported product photography and lighting setup, contributing to the production of professional-quality brand imagery.

RAM VISUAL ARTS RESEARCH CENTER | Intern *June 2021 & June 2022*

• Researched and translated exhibition statements between Korean and English for gallery and publication materials.