

# CLARE BUTLER

## Graphic Designer

Professional designer with over ten years of experience creating graphics for various industries.

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**Portfolio:** [advertising.clarebutlercreative.com](http://advertising.clarebutlercreative.com)

## EXPERIENCE

**Digital Asset Production Manager at Universal Studios Orlando** | Orlando, FL **April 2024-Present**

- Resize graphics for events such as Holidays and Halloween Horror Nights for east and west coast
- Design in-park marketing signage for events
- Create animated gifs for social media to raise awareness about upcoming events
- Designed magnet for our annual passholders
- Present every new creation to senior leadership using Keynote

**Design Manager at Ripley's Believe It Or Not!** | Haines City, FL **May 2023-April 2024**

- Designed logo for new experience, Ripley's Power Up
- Created social and web graphics for Mother's Day sloth contest
- Oversaw the creation of the Ripley's Aquariums brand guide and made sure it was up to Ripley's standards
- Design social, web, and email graphics for promotions
- Designed page layouts and concept cover art for the annual Ripley's Believe It Or Not! publication
- Initiated the first animated cartoon for social media and continued to animate the cartoon in my time there
- Designed billboards for new exhibits in Gatlinburg TN, and St. Augustine FL

**Graphic Artist for Marketing at Merlin Entertainment** | Winter Haven, FL **March 2022-April 2023**

- Designed new and effective creative for several social platforms, increasing user engagement for LEGOLAND® Florida's social media by 10%
- Led creative direction and design for an out-of-house advertising campaign and saw it to completion
- Brainstorm effective design strategies for social media and CRM campaigns
- Production designer for digital and print advertisements produced by our third party advertising agency
- Designed the highest rated media gift to date at LEGOLAND® Florida Resort for the opening of Pirate River Quest
- Created "Last Chance" event CRM to compare click rate with our third party advertising agency, resulting in a higher click rate than the agency and a 23% higher open rate compared to industry standards
- Designed collateral for Pirate River Quest Media Day including metal coins, bandannas, lanyards, media badges, buttons, and pop badges
- Created the logo for a new dining experience at Peppa Pig Theme Park
- Lead designer on the rebranding of the LEGOLAND® Florida Resort Annual Pass program
- Oversee third party printing company relationship and review/approve print proofs

**Graphic Artist for Sign Shop at Merlin Entertainment** | Winter Haven, FL **September 2018-March 2022**

- Lead designer on Black Friday campaign digital imagery
- Concept designer for the Pirate River Quest attraction logo
- Lead designer for several annual events at LEGOLAND® Florida Resort
- Designed creative for promotions with partner companies (Dunkin Donuts, Subway, Burger King, McDonald's)
- Led the design initiative to increase accessibility at Peppa Pig Theme Park and LEGOLAND® Florida by creating Sensory Guide brochures and signage for all of our attractions and hotels
- Resize, edit, and create graphics for Peppa Pig Theme Park and LEGOLAND® Florida app and website
- Spearhead the creative for monthly CRM e-newsletters
- Animated Instagram stickers for Peppa Pig Theme Park to increase awareness and engagement
- Ensure all designs meet LEGO® and Hasbro brand standards
- Self-taught gif animator for CRM e-newsletters, and social media
- Helped design the first book given to guests who stay at the Pirate Island Hotel
- Lead designer for the opening of Peppa Pig Theme Park, created in-park signage, social media paid ads,

**Freelance Graphic Design** | Haines City, FL **May 2011-Present**

**Marketing and Graphic Designer at Travel Group Marketing** | Celebration, FL **May 2017-June 2018**

## ACHIEVEMENTS

**LEGOLAND® Florida Resort**

- Received the "We Take Ownership" STAR of the Month award for June 2021

## EDUCATION

**Mercyhurst University**  
Erie, PA

**Graduation Date:**  
May 2012

**Degree:**  
BA in Business  
concentration in  
Advertising with a  
Graphic Design minor

## SKILLS

**Traditional:**  
Fluent in Mac & PC  
Pun Expert

**Design:**  
Illustration  
Gif Animation  
Logo Creation  
Photo Editing  
Designing for Print  
Social Media Design  
Marketing and Branding  
Composition  
Environmental Design  
Concept Design  
Digital Design

**Software Competencies:**

WordPress  
Final Cut Pro  
Figma  
Keynote

Adobe CC:  
Photoshop  
InDesign  
Illustrator  
After Effects

MS Suite:  
Excel  
Word  
PowerPoint