

# CLAIRE ORING

*CREATIVE DIRECTOR*



With over a decade in the game, I've created dynamic campaigns for some of the world's biggest brands while working as a freelancer, director of a New York Times creative studio, and the founder of my LA based creative studio Oui Create. I have a BFA in Animation from Otis College of Art and Design, and I eat-sleep-breathe all things creative.

## CONTACT

🏠 Playa Del Rey  
📞 310.463.3074  
✉️ [claireoring@gmail.com](mailto:claireoring@gmail.com)

## EDUCATION

**Otis College of Art and Design**  
BFA Digital Media, Animation  
2007-2011

## EXPERTISE

Ideation & Concept Development  
Industry Trends & Best Practices  
A-Type Project Management  
Creative Strategy & Direction  
Big Idea Brainstormer  
Cross-Functional Coordination  
Leadership & Mentoring  
Content Creation Across Mediums  
Team Player & Collaborator  
Funnel Strategy & Design

## EXPERIENCE

### **Creative Director**

#### **Oui Create Studio - Feb 2019 - Present (4+ years)**

- **Creative Leadership:** Leads the Oui Create team in developing and managing campaigns across diverse projects. Provides clear creative direction to contractors, agencies, and in-house designers.
- **Effective Project Management:** Known for A-type organization and task management skills, ensuring projects are consistently delivered on time and within budget.
- **Hands-On Content Creation:** Spearheads on content creation across projects, often taking a hands-on approach to personally execute photography and stop-motion projects while collaborating with a team of creatives.
- **Strong Communication:** Possesses strong presentation, interpersonal, and communication skills. Proficiently conveys complex and sometimes abstract concepts clearly and persuasively.
- **Budget-Savvy Creativity:** Proficient in creating and directing high-quality work across projects of varying budgets in a fast-paced environment.
- **Strategic Marketing Expertise:** Demonstrates a proven track record of developing and executing effective, on-trend marketing strategies across social media platforms, websites, and digital campaigns.
- **Digital Marketing Proficiency:** Displays a strong grasp of social media platforms, user behavior, and digital marketing trends, substantiated by successful campaigns spanning diverse mediums and platforms.
- **Inspirational Leadership:** Warm leadership, mentoring, and management abilities, motivating and inspiring creative teams to consistently deliver high-quality work.

### **Art Director, Lead of HelloStudio**

#### **New York Times 2015 - 2019 ( 4 years)**

- Manages from concept to completion, all HelloStudio Campaigns. Oversees preproduction, production and post-production, providing creative guidance at clear feedback for teammates, ensuring a high standard of visual excellence.
- Partners with sellers and marketers to determine and understand the vision, goals, and voice for every client campaign.
- Develops the vision for and guides the strategic development of the Studio overall, with responsibilities of clearly communicating this vision to internal and external stakeholders.