"Chloe created a logo for my new business in early 2020. I've worked with other companies before for logo creation and had challenges but Chloe was a breath of fresh air. She not only completed the project in a timely way with professionalism but the logo turned out far better than I imagined. She listened to my vision and made it come alive which can only happen if the artist is tuned into their clients and is passionate

**Dr. Audrey Sim** DDS & Business Owner

about

what

they do."

### **John Gowing -**DMS, Cert. Ed. MITG

"I have known Chloe for seven years as a family friend. I watched her study for her art qualifications and had the pleasure of attending several exhibitions where her artwork was displayed.

As a result of her talent, I commissioned her

to design a logo for my business. Although I had an initial idea of what I wanted she took my thoughts to a new level and designed a wonderfully striking and eye-catching logo from which I have secured many voice-over jobs and speaking engagements. Many of my clients have remarked that it was the logo that first attracted them to my services. Throughout the design process she was professional and timely with her delivery. The art work is superb. On a personal level, I have watched Chloe develop as a person and I have been astonished at her level of maturity in a wide range of situations.

I have no hesitation in recommending her for any position that she applies for and I am confident that she will make you a very good employee."

# TAKE IT FROM THOSE WHO HAVE WORKED WITH CHLOE!

Wendy Tritt - Owner of Trittenhaus Design

"This is me before meeting **Chloe Topf. Knowing how** detail oriented she is, I can drive with the top down and with time management. not worry about a thing. Hire thoroughness to every little her, you won't regret it!"



**Marybeth Topf** Owner of MBethDesign

"I hired Chloe to work for me on several projects. From print designs to website management, she was extremely creative with her design solutions and excellent Her attentiveness and detail was impressive on our website projects. I would definitely hire her again!"



# ON TOP OF ALL THAT

done all this!





This layout design was part of

based around growing up and

giving advice.

SURGE Magazine a group project

**ALDI VALUES** -

Illustration, sports photography, layout de-

sign, advertisments, collage, content writ-

ing, album art, guitar playing, recreational

singing and casual disc golf!







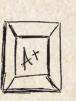
Meet ALDI's next:

# ART DIRECTION SPECIALIST

Look no further for the next great addition to ALDI's Customer Interaction Department! Chloe Topf is a multidiciplinary artist, designer, and maker. She is moved by user experience and finding ways present moments of honesty interactions for her audience to interact with. She has a positive attitude, and is a hard working addition to any team. Read on to see her qualifications and why you will not regret adding this girl to your team.



UPPER CLASS Graphite, Old Barn Wood, Hardware, Twine, Sharpies Upper Class, was an interactive piece in which viewers were prompted to "leave what they had to say upon the frame using the provided sharpies."



Valuing Presentation Believing that everything should be intentional, is just the beginning for Topf. The way she presents her work showcases her

attention to detail is

guided by intention

CONTROL WHATYOU

**Serving Cusomers** 

Being a waitress for 7

years taught me the

can influence the

and purchases.

customers experience

In the work environment, Chloe keeps the mood light, always. Finding that a positive attitude it the easiest way to keep the team motivated through the finish line.

**Spreading Positivity** 



**Team Player** Chloe thrives on teams that work together towards a common power of suggestion and how much good service goal. She welcomes constructive criticism knowing it only makes the team better.

Hey ALDI! Check out all the creative VALUE that you could add to ALDI's Customer **Interaction Department!** 

Scan here or visit chloetopf.com/ interaction



This can either be the success, or the failure of any relationship. That's why Chloe does her best to always communicate with her teammates, to ensure we come out on top.

**Hard Work** 

You don't have to worry

about Topf wasting

company time. When

she's at work, she is

working. Seeing when things need to be done,

and going the extra mile

to get them done even

if it means going out of

the way to do so. As a

worker, she cares most

doing a good job. You

will never hear her say,

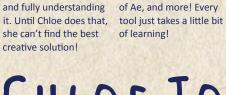
about the team and



**Thinks Critically** 

Part of solving the

problem, is analyzing



Adobe SWEEEEET! WOW, Chloe can use Id, Ai, Ps, Xd, a little bit of Ae, and more! Every



Chloe has experience with content management systems such as Wordpress, as well as appropriate User Inter-



Skilled, and Able.



**Training Associates** In both restaurant &



**Broken Printers?** They're no match for retail, Topf was selected Chloe's ability to find it's manual online and try to train new associates.

to fix it!



Communications Spring of 2021 NIU

Graduate!

Follow the RED bubbles



**Chloe Topf has** 





being able to see them? Scan here to read more about Chloe's solution to creating intimate work amidst a time the world has been forced to isolate.

25 Postcards (trimmed down illustration board), 25 postcard stamps, 25 letter

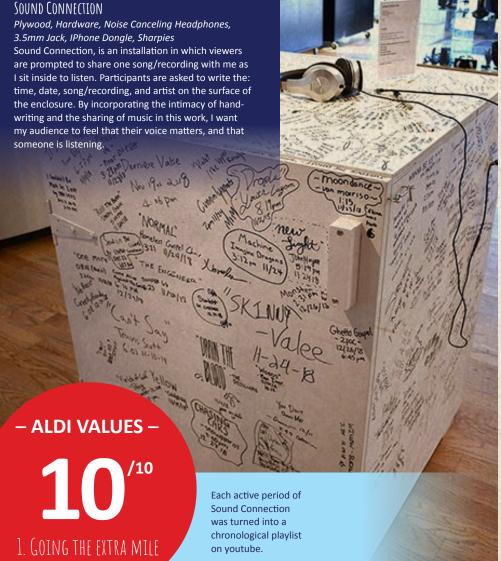
To wonder why to I made refereison that effected my

I (we) sold our custom 4 bedroom Colonial home we had built in 1985,

formily, more than mysek, without putting pen to paper IN 2007

**ALDI VALUES -**

stamps, 25 envelopes, 25 mailing addresses for potential participants.





AND SEE WHERE **ALDI VALUES -**



HEAR US OUT Plywood, Hardware, Bathroom Stall, Toilet Paper, Toilet, Sharp-

ies, Clamp Lights originally executed in the summer of 2019 at a local concert in the basement of a Church in Elgin, IL. This piece is an exploration of the brutal honesty, the human connection, and the judgement free zone that a public bathroom stall provides. Participants were prompted to leave their mark upon the walls.



### TEMPORARY PLEASURES:

DELIVERABLES: 1 Point of Purchase Display, 4 Package Designs, 24 Vinyl Sticker Designs

The goal of Temporary Pleasures is to provide an enjoyable interaction and a thinking ground for my audience to consider the amount of "impulse-buys" they consume. The things we ence's perception and length buy, before thinking about it, are never what they were promised to be, and even though we all know this, it's easy to forget it. Illusive and manipulative strategies that marketers use to sell products to us, unfortunately works.

This project is intended to hold sellable merchandise that satirically expresses this manipulation we all face. I am investigating my own abilities to influence my audiof time spent with my piece through the use of:

Typography Language Interaction **Imagery Buy-able Product** 





ALDI VALUES are sprinkled all throughout Chloe's work history & hobbies – Don't miss out on this opportunity to hire her!

KEEP LOOKING!

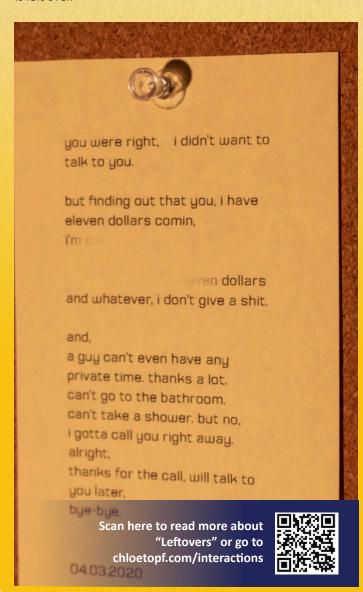


Topf's ability to go to great heights, wire some new lights, and do the heavy lifting! Being a Merchandising Execution Associate at Home Depot has set of tools and problem solving of. Not only was she groomed by management to lead fellow driven projects, but she almost to come by, but challenges were



### LEFTOVERS

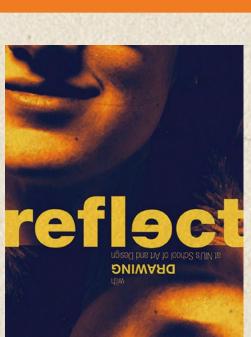
Much like an unemptied voicemail box, sticky notes hold little to no significant information for anyone but ourselves. They are our own empty records of what used to be "now." As the adhesive wears off from sticking and re-sticking, the corners bend, and the ink smears, it acts synonymously with the way we recall upon a memory as a little different, every time. Having the time stamp on these messages, helps to remind us that though these moments have passed, there is still so much that is left over.





### 2021 BFA GRADUATE!

Having an art-education at Northern Illinois University provided Topf with an excellent foundation for both developing highly conceptual ideas, and methods of excecuting them. Through medium, language, imagery, typography, and space, she is able to provide intentional solutions to any problem she



4. MANAGES & SUPPORTS

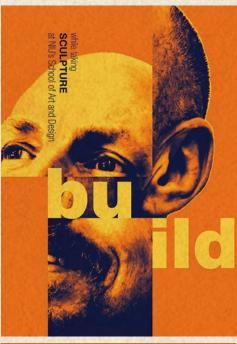


## SYSTEMS & CONSISTENCY

In the post-card series below, the power of consistency is proven through attention to detail using color scheme, image treatment, typography, and space. In any project that Chloe Topf is working on, she is always concerned that every part of the work is intentional and valuable to the end goal of the project. She believes that a well exectuted design guides the target audience to draw confident conclusions about what's presented to them.







10 school of art linois

