

Gianna Nichelle

CONTACT

FULL NAME: GIANNA RAMOS

giannanichelle@gmail.com

giannanichelle.com

PROFILE

Graphic designer specializing in branding, illustration, and digital media. Design work is rooted in cultural heritage and storytelling, with a focus on amplifying diverse voices. Experience spans collaborations with startups and established companies, to agency work and corporate design positions. Consistent delivery of high-quality, human-centered work.

EXPERTISE

Adobe Creative Suite:

Illustrator, Photoshop, XD, Indesign, Lightroom, Fresco, Premiere Pro, Bridge, InCopy, Dreamweaver

Software:

Figma, Blender, Canva, Lunacy, Krita

Web:

Wordpress (Divi), Squarespace, Wix, Basic HTML & CSS

Other:

Microsoft 365, Google Suite, Airtable, Trello, Hootsuite, Notion

EDUCATION

University of Florida

BFA in Graphic Design with a Minor in Mass Communication

EMPLOYMENT HISTORY

ASHLEY FURNITURE

Senior Graphic Designer | Feb 2024 - Present

- Develop and execute creative design concepts across multiple media, including digital, print, and in-store displays.
- Collaborate with senior management and cross-functional teams to deliver strategic, on-brand campaigns.
- Lead the creation of assets for key initiatives, product launches, and events.
- Ensure all designs are detail-oriented, organized, and completed on schedule.
- Stay updated on digital trends and best practices, maintaining agility in a fast-paced environment.

HOLLAND & KNIGHT

Graphic Designer | Dec 2022 - Feb 2024

- Designed and revised firm-wide marketing materials, including ads, invitations, signage, event collateral, and brochures.
- Created and maintained web-based collateral, including HTML templates.
- Provided design support and collaborated daily with multiple teams and outside vendors.
- Ensured consistency with style and brand guidelines.
- Handled special projects and additional duties as assigned.

AFTERNOON CULTURE

Lead Graphic Designer | Jan 2021 - Nov 2023

- Collaborated with a high-touch team to deliver comprehensive design solutions for human-centered businesses, encompassing all aspects of brand identity from strategy to pixel.
- Designed and executed brand identity elements such as logos, fonts, colors, shapes, typefaces, print & digital collateral and more ensuring a distinctive and unique brand presence.
- Guided clients through a highly personalized design process, enhancing their experience by tailoring solutions to their unique needs and objectives.
- Standardized design and strategy processes to ensure brand consistency and effectiveness across all platforms and materials.

THE FRANK GATHERING

Lead Visual Designer | Aug 2021 - Feb 2022

- Researched, conceptualized, and executed the 2022 conference for the University of Florida's Center for Public Interest Communications.
- Developed the entire brand identity and designed both digital and physical collateral, including advertisements, web pages, Zoom backgrounds, signage, and notebooks.
- Led the design team and collaborated closely with social media and marketing management to ensure cohesive and impactful event branding.

FREELANCE

Graphic Designer | Jan 2019 - Present

Provided independent design services to various clients, delivering creative and impactful visual solutions tailored to each project's unique needs. Below are a few examples.

- Dynamic Artist Recovery
- Iroko Dance Academy
- Siembra Speech Therapy
- Head2Toe Pediatrics