

gianna camos

| Graphic Designer

A passionate graphic designer and artist who loves to tell stories through illustration, branding, print, UI, packaging, and painting.

✉ | Giannanichelle@gmail.com

🌐 | www.giannanichelle.com/



| 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

| Leadership Positions

Lead Designer | Gator Salsa Club

May 2019 - March 2020

Design Coordinator | UF Packaging Science Club

June 2020 - May 2021

Vox Graphis | Vice President

May 2021 - May 2022

| Recent Awards

2022 American Advertising Federation Awards (ADDY)

Student Gold ADDY Award & Best in Show Finalist

University of Florida Ligature 31

Best in Show - Collaboration

| Education

BFA in Graphic Design with a Minor in Mass Communication

University of Florida, May 2022

| Experience

Holland & Knight

Graphic Designer | January 2023 - Present

I design, produce and revise firm-wide marketing materials, including ads, invitations, client alerts, newsletters, announcements, brochures, and other collateral, as well as business development materials using Adobe software and HTML.

Afternoon Culture

Brand Designer | January 2021 - January 2023

I have worked directly with over seven brands, from small startups to multi-billion dollar companies. I collaborate with and support a high-touch team to provide quality design work, including:

- *Color palettes, brand systems, packaging, physical space design, social media content, presentations, print work, templates, web design, and more for human-centered businesses.*
- *I have also provided in-house design work. I created the most recent brand system for Afternoon Culture, created content for various platforms, and made templates and other collateral to standardize the design and strategy process.*

the frank gathering 2022

Lead Visual Designer | August 2021 - February 2022

I researched, conceptualized, and brought to life the 2022 conference held by the University of Florida Center for Public Interest Communications.

- *I created the complete brand and digital and physical collateral ranging from advertisements, web pages, and zoom backgrounds to signage and notebooks.*
- *I led the design team and collaborated with the social media and marketing team to efficiently delegate and create content, provide deliverables, and support management.*

Rowdy Magazine

Layout Designer | May 2020 - June 2021

I created multiple dynamic spreads for Volume 4 and 5, based on articles written by the team's copywriters. I worked within a team to create the magazines, made digital collateral like the ROWDYxSTUDS collaboration, and supported with other design related work.

Freelance Graphic Designer

January 2019 - Present

- *Gator Salsa Club | Social Media, Merchandise, Promotional Content, Event Design*
- *Sigma Gamma Tau Aeronautical Honors Society | Logo + Social Media*
- *Head2Toe Pediatrics | Logo + Branding System*
- *Coalition to Abolish Prison Slavery at the University of Florida | Social Media*
- *William Boose, PhD Student at Emory University | Printed Thesis Book in Peru*
- *K+L Photography | Branding and Social Media*
- *DJ Katatonek | Branding and Social Media*
- *Zoom International Salsa Congress | Branding, Social Media and Digital Collateral*
- *Iroko Dance Academy | Website*