

Pinky Viola

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Education

08/01 - 06/05

Bernard Baruch College, CUNY
New York, NY

B.A. in Graphic Communications

Expertise

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe XD

UX and UI design

Canva

Figma

ActiveCampaign

Stripo

Microsoft Office

WordPress

Google Suite

Skills

Branding

Web Design Graphics

Social Media Content

Logo Design

Email Marketing

Marketing Campaigns

Art Direction

Presentations

Sales Materials

Trade Show Booth Design

Package Design

Event Materials

Objective

To find a position in the field of graphic design where I can utilize my skills to fulfill the company's creative needs and elevate standards to generate growth.

Experience

Graphic Designer

RSP USA Inc, FL :: 5/18 - Current

- Creating printed materials, applications and website interfaces, trade show booths/materials, websites, emails and logos.
- Elevating revamped brand identity and company visuals across all platforms.
- Executing new product visuals to help strengthen sales.
- Supporting and collaborating with cross-functional, self-organized teams by facilitating creativity and empowerment.
- Creating exceptional graphic design work for campaigns, creative assets, and content across a variety of mediums.

Senior Graphic Designer

News America Marketing - News Corp., NYC :: 7/12 - 5/18

- Trained and supervised direct reports. Confirmed they were producing both accurate and timely work while ensuring they were also developing professionally and managing their jobs.
- Elevated the design of sales materials while maintaining the company's visual identity system as measured by cross-functional and client feedback.
- Translated strategic goals into actionable design solutions to produce materials that were visually compelling and able to drive revenue.
- Designed projects that adhered to the company's identity and key messaging. Projects were executed from concept to final ranging from logos, direct mailers, presentations, package design, event materials and sales collateral.

Graphic Designer

News America Marketing - News Corp., NYC :: 7/09 - 7/12

- Lead designer for Super Bowl event materials that consisted of creating a unique style, fonts and layouts.
- Produced unique mock-ups for clients, sales presentations, in-store and direct mailer programs using existing templates.

Junior Graphic Designer

News America Marketing - News Corp., NYC :: 8/07 - 7/09

- Developed creative solutions that maintain the integrity of the corporate identity with respect to typography, layout and design.

Visual Designer

Toys R Us Times Square, NYC :: 6/06 - 1/08

- Designed ornaments and assisted in compelling visuals for merchandising.

International Licensing Temp

Sesame Street Workshop, NYC :: 9/05 - 12/05

- Created presentations to align with marketing campaign.