

# GABRIELLA CAMPOS

GRAPHIC DESIGNER

NEW YORK CITY

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## WORK EXPERIENCE

### FREELANCE DESIGNER

COVERING CLIMATE NOW | ONGOING

- Conceptualized a visual identity and theme for Climate Emergency Week
- Produced graphics for CCN Journalism Awards
- Create and prepare social graphics

RODE NYC | MAR-APR 2021

- Prepared, retouched and organized digital files for a large scale window display

### GRAPHIC DESIGNER

SJU DEPT. OF WELLNESS | JAN-MAY 2021

- Analyzed and research campus culture in order to create affective and appropriate print and digital content for mental health messaging directed at university students
- Collaborated with external teams to establish and approve monthly objectives
- Developed and manage social campaigns that get mobilized on Instagram

### BRANDING & DESIGN INTERN

THE SHARK GROUP | MAY-DEC 2020

- Created dynamic presentation decks and competitive analyses for product launches and in-house projects
- Established a file management system for the distribution of design assets to clients and licensees
- Developed branded social content for Daymond John and the Shark Group
- Coordinated with photographers and videographers by preparing shot-lists and call-sheets

## EDUCATION

### BFA GRAPHIC DESIGN MAY 2021

ST. JOHN'S UNIVERSITY

GPA 3.65 - CUM LAUDE

- Minor in International Studies - Studied in Rome with a focus in Fine Art and Fashion Merchandising
- Editor-in-Chief, The Vincentian
- Staff Photographer, The Torch
- Alpha Gamma Sigma Honor Society
- Gamma Phi Beta Sorority

## SKILLS/INTERESTS

- Motion Graphics
- Interaction Design
- Digital Illustration
- Project Management
- Social Media Strategy
- Branding Design
- Typography

## PROGRAMS

Illustrator

Procreate

Photoshop

HTML/CSS

InDesign

G-Suite

After Effects

Invision

Premiere

Figma