

Breana Velasco

Creative Technologist and Multidisciplinary Designer

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Multifaceted designer with a background in art and interaction design. Passionate about creating meaningful and visually appealing digital user experiences. Determined to craft personal and heartfelt content that resonates with a diverse audience.

Skills

- Visual design
- Typography
- Projection mapping
- Interactive experience design
- UX/UI design
- Mobile/Web design
- User research and testing
- Wireframing/Prototyping
- Data visualization
- Information architecture
- Illustration
- Documentation

Tools

- Figma
- TouchDesigner
- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - After Effects
 - InDesign
- Protopie
- Framer
- Blender
- HTML/CSS/basic JS

Certifications

Protopie 101 Crash Course Certificate
ProtoPie • Nov 2024

TCPS 2: CORE 2022 Certificate Panel on Research Ethics
Government of Canada • Jan 2024

Education

Honours Bachelor of Interaction Design

Sheridan College • Sept 2023-Expected Apr 2027 • GPA: 3.90

Experience

Project Coordinator (Co-op)

PENDA Productions • June 2026-Present

Supports production and delivery of creative projects across storytelling and communication applications. Assist with social media initiatives, as well as maintain internal asset libraries.

Vice President of Social Media

Hackville • Apr 2026-Present

Refreshed the visual identity and design system for the 2027 Hackathon Season, including creating a new mascot system. Plans promotional content with a small team of student volunteers.

Freelance Graphic Designer

Wattpad • Oct 2025-June 2026

Designed book covers for Wattpad Original stories and banners for featured Originals on the official website and app.

Social Media Manager & Content Creator

Pointsgram • May 2025-Sept 2025

Interpreted analytics and developed a strategy through scheduled posts to boost visibility and engagement online.

Co-Executive of Marketing

Sheridan Interaction Design Association • Apr 2024-Apr 2025

Developed a flexible visual identity and planned schedules for promotional content. Boosted views on Reels up to 3x compared to the previous year.

