

# VIVIAN PELLEGRINO

Experienced Graphic Designer with a proven track record of creating impactful and innovative designs for a wide range of marketing campaigns across various industries. Ensures all projects are not only visually appealing but also strategically aligned with brand objectives, delivering measurable results. Known for a strong focus on clear communication, attention to detail, and collaboration, fostering seamless teamwork with clients and stakeholders to achieve outstanding outcomes.

## EDUCATION

ASSOCIATES DEGREE  
**Chattahoochee Tech**  
4.0 GPA

ACA CERTIFICATION  
**Adobe Certified  
Associate**

## SKILLS

### Design

Content Creation  
Branding  
User Interface  
Web Design  
Print Design

### Software

Figma  
Illustrator  
InDesign  
Webflow  
Photoshop

## PROJECTS

### **Freelance Graphic Designer (Fragrance Ind.)**

I used Adobe Creative Suite to design captivating presentations and prototypes for various fragrance ind. clients, enhancing client engagement.

### **Content Creator - Genos Software**

I dedicated 8-10 hours / week to assist Genos Software in supporting their unique software and AI solutions, including social media content and website graphics.

## EXPERIENCE

APR 2023 - PRESENT | EQUITY REAL ESTATE

### **Marketing Director / Graphic Designer**

- Specializes in creating visually appealing designs for diverse marketing assets, both digital and print, including logos, brochures, social media graphics, email templates, and advertisements.
- Developed and maintained Equity Real Estate's visual identity, ensuring visual consistency across all marketing collateral and strengthening our brand identity in the competitive real estate market.
- Manages the execution of integrated marketing campaigns, combining innovative design with strategic objectives to optimize brand engagement and market expansion.
- Oversees the user experience and aesthetic of the company website, implementing SEO best practices and functional design to boost online visibility and user engagement.
- Collaborates with external vendors and agencies to produce creative solutions that meet quality standards, budget constraints, and strategic marketing needs.
- Manages a team of two content creators, providing direction and ensuring alignment with organizational goals.

JUNE 2022 - MAY 2023 | FUR EVERY HOME

### **Multimedia Designer**

- Collaborated on and created multimedia designs under the Fur Every Home Candle Co. brand, including but not limited to; product photography, social media graphics, promotional video, and blog posts.
- Developed compelling marketing collateral for direct-to-consumer, which increased social media click-through rate to website landing pages by 110%.
- Revamped company website store using Figma and Shopify, leading to a roughly 80% increase in sales and website traffic YTD.
- Solidified brand identity by creating a full design system and color palette.

## REFERENCES

### **Luka Antolic-Soban**

Previous Client - Genos, Overload AI  
luka.antolics@gmail.com  
(678) 524 6213