

VIVIAN PELLEGRINO

I am a Graphic Designer with a proven track record in creating visuals and content for established brands. I also specialize in social media, combining design and functionality to develop campaigns that grow audiences and meet client expectations. My approach ensures that projects are both effective and visually appealing. In my work, I prioritize clear communication and collaboration with clients to understand their goals and translate them into compelling designs.

EDUCATION

ASSOCIATES DEGREE	ACA CERTIFICATION
Chattahoochee Tech	Adobe Certified Associate
4.0 GPA	
Graduated in 2023	2023

SKILLS

Design

Content Creation
Branding
User Interface
Web Design
Print Design

Software

Figma
Illustrator
InDesign
Webflow
Photoshop

PROJECTS

Freelance Design Consultant (Fragrance Ind.)

I used Adobe Creative Suite to design captivating presentations and marketing materials 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

Graphic Designer

- Specializing in creating high-impact designs for diverse marketing assets, both digital and print, including logos, brochures, social media graphics, email templates, and advertisements. These designs significantly enhanced our brand visibility and resonated with our target audience.
- 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.

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
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