Gabrialla Ficano

Graphic Designer

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Education
The College of Saint Rose
Albany, NY
BFA in Graphic Design'20

Design Skills
Visual communication and concept development from research to completion: identity and branding, business systems, editorial design, poster design, information design, integrated branding, advertising, illustration, package design, UX/UI, and pre-press production

Digital Skills
Adobe Creative Cloud including Illustrator, Photoshop, InDesign, After Effects, Lightroom, XD, Premiere Pro, and Muse; InVision; Figma, Miro and WordPress. Communication tools include: Trello, Asana, and Slack.

Professional Experience

Branded AF, Saratoga Springs, NY, September 2020–Present
Full-Time Freelace Graphic Designer
A branding and product development agency that helps small startups build successful businesses. Responsibilities include: collaborating with a creative team, communicating and presenting one-on-one to clients, assisting marketing team with social media content. Promoted as lead designer for various projects: UX/UI Design, website redesign, branding, social media content & campaigns, and package design.

Overit Media, Albany, NY, May 2019–Present
Graphic Design Intern & Freelance Designer
A full service creative and development agency. Assists with numerous projects that included editorial design, illustration, branding, logo design,and print/digital ad design.

ECD Digital Strategy, Latham, NY, March 2021–July 2021
Part-Time Graphic Designer
A marketing group that specializes in e-commerce support for existing brands. My role consisted of; designing email assets, website banners, short animation advertisements, marketing campaigns, and reviewing all final work.

Honors and Awards

Exhibitor, Senior Art Show, Esther Massry Gallery, The College of Saint Rose, 2020 Scholar All American, CSCAA, The College of Saint Rose, 2020
Provost Scholarship, The College of Saint Rose, 2020
ADDY BETSY Winner, Packaging, CRAF, 2020
ADDY Gold and Silver Finalist, Packaging and Website, CRAF, 2020
ADDY Finalist, Logo, Packaging, and Website, CRAF, 2019, 2020
200 & 100 Breaststroke, NE-10 Swimming Conference Record, 2019, 2020
200 & 100 Breaststroke, 100 IM, School Record, The College of Saint Rose, 2019, 2020 200 Breaststroke Champion, NE-10 Swimming Championship, 2018, 2019, 2020
Dean's List, The College of Saint Rose, 2018, 2019, 2020
Exhibitor, juried Undergraduate Exhibition, Picotte, The College of Saint Rose, 2018
Foundation Show, Picotte Gallery, The College of Saint Rose, Fall 2017

Memberships and Community Involvement

Member, AIGA Student Chapter, The College of Saint Rose, 2020
Captain and Member, Women's Swim Team, The College of Saint Rose, 2020
Volunteer, Reach Out Saint Rose, The College of Saint Rose, 2016 – 2019