




Vina Mariel Canete

GRAPHIC DESIGN • ILLUSTRATION • PHOTOGRAPHY

 vinamariel.com

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education

INTRODUCTION TO EXPERIENCE PRINCIPLES AND PROCESSES

*Coursera Course Certificate by University of Michigan
January 2019*

INTRODUCTION TO HTML

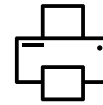
*Coursera Course Certificate by University of Michigan
November 2016*

BACHELOR OF SCIENCE IN GRAPHIC DESIGN

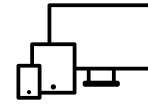
*The Art Institute of Philadelphia
3.8 GPA • Most Outstanding Portfolio Award
June 2010 – June 2013*

Four-year BA degree finished early due to the quarterly semester structure. I attended Summer semesters as well.

skills



PRINT
design



DIGITAL
design



CONTENT
creation

ADOBE CC

InDesign, Illustrator, Photoshop, Xd, Acrobat, Premiere Pro, After Effects

WINDOWS OFFICE 365

PowerPoint design

DESIGN THINKING

UX research and design

design experience



HEALTH CARE
design

● MOCK5 DESIGN

Lansdale, PA • March 2017 – Present • Graphic Designer

Working in a small agency, helped me learn to work efficiently and independently. I'm trusted to make bold design decisions and own a project until it launches. I work mostly with pharmaceutical clients doing health care design like branding, website design, presentation design (slide decks), interactive PDFs, UX research and design.

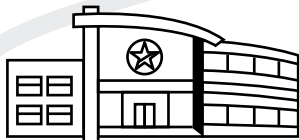


AC MOORE
ARTS & CRAFTS
RETAIL
marketing

● AC MOORE ARTS AND CRAFTS

Berlin, NJ • April 2015 – March 2017 • Graphic Designer

I worked as an in-house designer. I did print production (weekly ad, mailers, in-store signage, packaging design), digital support/content creation for social media and e-mail campaigns.

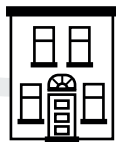


GAMING & HOSPITALITY
advertising

● MEDIA AND MARKETING GROUP

Voorhees, NJ • July 2013 – June 2015 • Graphic Designer

This design agency experience taught me how to thrive in a fast-paced, high-pressure environment and manage complex projects with quick turn-arounds. I learned to think on my feet to produce quality work in a short period of time. I did print production (billboards, posters, floor signs, etc.) and digital (digital billboards, website, web ads, e-mail blasts, etc.).



DIGITAL
marketing

● IPERDESIGN

Philadelphia, PA • April 2013 – June 2013 • Design Intern

Health Care app and web design, digital ads, print layout design and UI library management.