



# Vina Mariel Canete

GRAPHIC DESIGN • ILLUSTRATION • PHOTOGRAPHY



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## education

### INTRODUCTION TO EXPERIENCE PRINCIPLES AND PROCESSES

Coursea Course Certificate by University of Michigan  
January 2019

### INTRODUCTION TO HTML

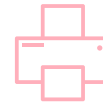
Coursea Course Certificate by University of Michigan  
November 2016

### 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.



**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.