



# Vina Mariel Canete

GRAPHIC DESIGN · ILLUSTRATION · PHOTOGRAPHY



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## summary

Kindness, efficiency and intentionality drive me. Design is a powerful tool and as a creator, I'd like to be a part of the solution to make a positive impact and contribute to making the world a better place. Having a background in print and digital design, UI/UX, web development, video editing, and simple animation helps me understand how to navigate the pain points in delivery and find opportunities for magic wherever it intersects in social media marketing, retail marketing, and healthcare advertising (HCP and consumer). I'm interested in life sciences tech—learning ways to use technology to help improve patients' life experiences and simplify ways or create tools to help healthcare providers coordinate better care. Health is wealth!

## 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*

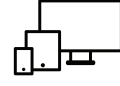
### THE ART INSTITUTE OF PHILADELPHIA

*Philadelphia, Pennsylvania, United States  
3.8 GPA · Most Outstanding Portfolio Award  
June 2010 – June 2013*

## skills



**PRINT  
production**



**DIGITAL  
design**



**CONTENT  
creation**

### DESIGN PROGRAMS

InDesign, Illustrator, Photoshop, Acrobat, Sketch, Xd, Figma, Invision, After Effects

### SOCIAL MEDIA MARKETING

Knowledge of regulations for paid ads

### DESIGN THINKING

web accessibility, UX research and design

## design experience



**LIFE SCIENCES  
digital advertising &  
social media marketing**

### • KCLICK HEALTH

*Philadelphia, PA · April 2019 – Present · Senior Graphic Designer*

Lead digital projects and worked closely with our client services, strategists, UX team, developers, and social media managers to deliver seamless campaigns with accessibility and marketing metrics in mind. Created design systems and planned digital workflows for our team to work efficiently and create consistency within our brands. Providing flexibility in our team, I am able to flow between HCP and consumer work comfortably. As a DAOR for multiple brands, I learned to create good partnerships and collaborate with our external partner agencies to create the best experience for our clients and the community they serve.



**HEALTHCARE  
design**

### • MOCK5 DESIGN

*Lansdale, PA · March 2017 – April 2019 · Graphic Designer*

Working at a startup company, I was exposed to a broad range of design challenges helping me to grow quickly and be trusted to make bold design decisions to help our agency stand out in the healthcare advertising industry. Wearing many hats, I was able to widen my skill set to effectively work on various projects simultaneously. Our designs were driven by compassion and solution: user-and-functionality-first which helped me value user experience as a measure for success.



**RETAIL  
marketing**

### • AC MOORE ARTS AND CRAFTS

*Berlin, NJ · April 2015 – March 2017 · Graphic Designer*

As an in-house designer, I helped develop and grow our brand to ensure consistency and efficiency across everything from promotional materials, compelling social media content and other digital marketing campaigns.



**GAMING & HOSPITALITY  
advertising**

### • MEDIA AND MARKETING GROUP

*Voorhees, NJ · July 2013 – March 2015 · Graphic Designer*

Working in this fast-paced, high-pressure agency has taught me to think on my feet and value team collaboration. Worked closely with marketing partners, vendors and production managers to make sure we deliver on time and on budget without compromising quality and client expectations.



**UI/UX  
design**

### • IPERDESIGN

*Philadelphia, PA · April 2013 – June 2013 · Design Intern*

Excited to learn about the intersection of technology and science, this was my first exposure to healthcare advertising. I learned a lot about managing UI kits and following design systems for an effective product design in apps and website builds.