

ANTONELLA SCARIN

GRAPHIC DESIGNER | BRAND DEVELOPER

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My past studies and my experience working in a creative studio have given me the necessary tools to become a professional in the creative business. Now, I am ready to take the next step in my professional career and consolidate it on the west coast of Canada. I am very organized, a planner, a fast learner and a natural leader capable of making a positive contribution.

EDUCATION

Universidad Peruana de Ciencias Aplicadas Lima, Perú

2012 - 2016

- Bachelor in Graphic Design
- Top 25 percent

Peruano Alemán Max Uhle School Arequipa, Perú

2010 - 2011

- IBO (International Baccalaureate Organization)

WORK EXPERIENCE

ByAntonella (Freelance work)

Owner

May 2015 – Current

- Execute and plan budgets that fit the needs of my clients while generating a work plan that contains research, conceptualization, and development of the brand image and the brand manual.
- Carry out around 30 projects in the last two years, that cover areas such as branding, packaging, magazines, web design and others.
- Work on several projects for entrepreneurs, which included the development of naming, conceptualization, brand identity and branding stages.

Maan Digital Lab

Co-founder and creative director

October 2020 – Current

- Co-founder of a digital laboratory focused on helping new businesses to enhance their brands in the digital world.
- Propose, plan and execute digital campaigns and strategies that meet the goals of each client.
- Within the first 8 months of working with our clients, we have helped them reach 1000 followers.
- In 2021, we managed to obtain up to 10 accounts currently active within our first year of work.
- Create solid and trusting relationships with our clients with the purpose of having an effective work environment with each of them.
- Supervision and creative direction for the graphics developed for social media, branding and web design.

Kids on Wheels

Marketing coordinator and Lead instructor

May 2022 – September 2022

- Rebrand the Kids on Wheel logo and assets by generating a new “brand universe” with valuable resources, graphics and a brand manual for the proper use of the brand.
- Advertised the program through marketing strategies, web content and social media marketing.
- Scheduled and coordinated all the Kids on Wheels sessions with the different community centres and daycares.
- Created, organized and delivered a training program for the instructors. Led balance bike camps with a group of instructors, ensuring they perform their tasks properly and promptly.
- Designed and published different social media posts with the purpose of advertising the camps, gaining more followers, and having more presence in the digital world.

Mt. Seymour Resorts Ltd.*Retail Lead Supervisor and e-commerce assistant**November 2021 – April 2022*

- Completed and checked monthly inventory counts and store equipment checks with RSM.
- Provided training to staff members regarding product knowledge, customer service and mountain information.
- Supervised staff in maintaining overall cleanliness and safety of the stores.
- Monitored, checked and fixed daily cashouts.
- Provided Retail cashiers with all tools and assistance needed to successfully sell and complete the duties.
- Assisted in keeping an accurate and organized ShopKeep register system.
- Managed incoming orders and deliveries while keeping the website updated, graphed banners and optimized the overall look.

Provincia Creative Studio, Arequipa, Peru*Account and planning director, Graphic designer**August 2018 – March 2021*

- Be the link between clients, suppliers and the creative studio while designing and controlling the creative processes within the studio and the coworkers.
- Organized the company agenda by scheduling meetings with clients and suppliers, and making sure to always be on time with deadlines.
- Responsible for communication with the accounting team, making sure that the corresponding invoices and receipts were issued, while also collecting debts from clients.
- Worked in hand with the creative director on several photoshoots around Peru.
- Participated in various design projects from different industries by developing solid storytelling and holistic branding.

VOLUNTEER AND COMMUNITY EXPERIENCE**Perú 2021 Presidential Elections****April 2020**

- Volunteer in the organization of the first round of the General Elections of Peru in the polling stations in Vancouver, British Columbia.

Fibras**March 2021***Digital Training Program*

- Mentor of two artisan women with whom I worked on emotional intelligence, so they embrace to manage their business.

SKILLS**Languages:**

- Fluent in English ; oral and written.
- Fluent in Spanish; oral and written.
- Intermediate German

Software:

Proficient user of:

- Windows
- MacOS
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesing
- Adobe Lightroom
- Adobe Premier
- 3D Max
- Canva
- Figma

Expertise:

- Branding
- Social media
- Editorial design
- Packaging
- Web design
- Photophraphy

Courses:

- Naming course from Domestika
- Naming course from Crehana
- Impact of Packaging Design from Labasad
- Money and finance management for creatives course from Domestika
- Inbound Marketing course from Netzum
- ByFutura Creative Agency Workshop
- Preliminary English Test - PET (Cambridge)
- Deutsche Sprach Diplom I and II (German)

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REFERENCES

1. Mike Koski

The BC Cycling Coalition Executive Director

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2. Samantha Joy

The BC Cycling Coalition Marketing and Outreach Coordinator

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3. Maya Goldstein

Kids on Wheels Founder & Manager

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Email: maya.goldstein@bccycling.ca

4. Farn Mirza

Mt. Seymour Resort Retail Manager

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PORTFOLIO

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