

JOSIE TARANTO

Manager, Receptionist,

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in josiesousa

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Professional Summary

A dedicated professional with extensive experience in graphic design and client relations. Over the years, I have successfully managed client communications, project coordination, and office administration. I excel in addressing client needs, providing creative solutions, and ensuring smooth project delivery. With strong organizational skills and a calm, professional approach, I thrive in fast-paced environments, always focused on delivering results that enhance client satisfaction.

Skills

Office Administration	● ● ● ● ●	Branding	● ● ● ● ●
Client Reception	● ● ● ● ●	Editorial Design	● ● ● ● ●
Data Entry and Documentation	● ● ● ● ●	Layout Artist	● ● ● ● ●
Scheduling and Meeting Organization	● ● ● ● ●	Print/Pre-Press	● ● ● ● ●
Multi-tasking and Confidentiality	● ● ● ● ●	Design for Social Media	● ● ● ● ●
Team Coordination and Management	● ● ● ● ●	Typography	● ● ● ● ●
Communication	● ● ● ● ●	UI/UX	● ● ● ● ●
Figma	● ● ● ● ●	Illustrator	● ● ● ● ●
Adobe XD	● ● ● ● ●	InDesign	● ● ● ● ●
Office	● ● ● ● ●	Photoshop	● ● ● ● ●

Work Experience

- Receptionist/Manager at Bonita Brazilian Beauty

Auckland, NZ

April 2022 - Currently

 - Answered phone calls and greeted clients, ensuring a welcoming and professional environment.
 - Managed daily clinic operations, including scheduling and organizing meeting rooms for client consultations.
 - Performed data entry, document scanning, and maintained client records with confidentiality.
 - Provided administrative support to the team, including handling client inquiries and managing office supplies.
 - Enhanced the clinic's reception area with a positive, calm, and professional attitude.
- Graphic Designer at Auckland War Memorial Museum (Contract)

Auckland, NZ

February 2023 - June 2023

 - Exhibition Visual Identity: Collaboratively developed the complete visual identity for the 'Toró, É Tudo Tanto' exhibition,

working closely with the curatorial team to ensure thematic consistency and visitor engagement.

- Promotional Material Design: Led the creation of all promotional materials, including posters, banners, and social media content, focusing on user experience to guide visitors effectively through the exhibit.
- Extended Exhibition Success: Contributed to a successful publicity campaign, resulting in a three-month extension of the exhibition due to its popularity, and record-breaking attendance within the first 15 days.

Freelancer Graphic Designer at Sue Lyon

📅 April 2020 – March 2022

Auckland, NZ

- Collaborated on a project to develop a book, "Being my Best," and junior and teenager programmes aimed at children aged 7 to 15 years old.
- Conceptualized and executed the entire visual identity, including the layout and finalization of the book.
- Created graphic elements and layout design, ensuring effective visual communication for the target audience.

Art Director at Clean.com

📅 June 2019 – March 2020

Auckland, NZ

- Strategic Brand Redesign: Collaborated with the marketing team in the strategic rebranding of the company, ensuring the brand's alignment with market trends and customer preferences.
- Creative Direction and Production Oversight: Directed the creative process and managed the production of advertising materials, focusing on a cohesive brand message across various media channels.
- Brand Market Impact: The rebranding initiative led to significant market penetration, evidenced by increased customer outreach and necessitating workforce expansion to accommodate growing service demands.

Freelancer Graphic Designer at

📅 April 2017 – May 2019

Brazil

- Undertook a variety of projects encompassing the fundamentals of graphic design, including branding, advertisement creation, and social media content.
- Developed consistent and impactful visual identities for various clients, aligning with their specific needs and objectives.
- Collaborated directly with clients to understand their visions and translate them into effective and appealing visual solutions.
- Managed deadlines and deliverables, ensuring client satisfaction and maintaining a high standard of quality across all executed projects.

Illustrator & Layout Artist at Editora Teth

📅 September 2010 – March 2017

Brazil

- Educational Material Redesign: As the lead Graphic Designer, directed the redesign of textbook layouts, integrating visual appeal with functional design to enhance educational content delivery.
- Illustration and Collaboration: Worked in tandem with authors to create engaging illustrations for teaching materials, ensuring visual consistency and educational relevance.
- Sales Impact: The combined efforts in layout redesign and illustration significantly uplifted the sales of teaching materials, reinforcing the brand's presence across educational institutions.

Education

Master Interface Design at Aela

📅 Feb. 2024 – Sep. 2024

Bachelor of Fine Arts in Graphic Design at Universidade Estácio de Sá

📅 2011 – 2015