

# RIANNA ALLI

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## Education

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2020 – 2021

### UNIVERSITY OF TORONTO

Certificate in UX/UI Design

- Concentrating in design thinking, product management, user interface design, and web design.
- 4.0 GPA

2015 – 2018

### CENTENNIAL COLLEGE

Ontario College Advanced Diploma in Advertising and Marketing Communications Management

- Concentrating in Digital Creative Stream
- Recipient of Zulu Alpha Kilo Creative Award, given to the student in the Digital Creative Stream with the highest GPA.
- 2X Recipient of Peter Dickinson Award, given to the student who demonstrates out of the box thinking, challenges convention and is highly creative.

## Experience

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### RECIPE UNLIMITED

Vaughan, ON  
2018 – 2021

### GRAPHIC DESIGNER

- Design and produce materials for all digital channels - website, email, social media, mobile app
- Create advertising & communication material, POP signage, menu boards, flyers, billboards and other collateral necessary to support brand initiatives
- Work on multiple projects simultaneously and meeting tight submission deadlines
- Understanding and interpreting high-level business and commercial concepts/objectives to develop suitable creative graphics
- Ensure that creative complies with brand identity standards, specs, style guidelines and creative campaigns

### NGEN AGENCY

Vaughan, ON  
2018 – 2018

### JUNIOR PRODUCTION ARTIST

- Collaborate with designers and web developers to adapt creative work to multiple platforms
- Format, layout and produce clean and technically accurate files using Adobe Creative Suite
- Respect brand guidelines and identities and maintain visual consistency across all the pieces of a campaign
- Load and change content in real-time for websites, touchscreens, mobile devices and other digital media

### PURE + SIMPLE

Toronto, ON  
2017 – 2018

### SOCIAL MEDIA MANAGER

- Responsible for daily content development on Facebook, Instagram and Yelp
- Developed and maintained relationships with brand partners
- Recorded and analyzed all social media engagement

## Skills

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### DESIGN

Research  
Wireframing  
Prototyping  
Sketching

### TOOLS

Adobe Suite CC  
Figma  
Invision  
Miro  
Github