

# CAROLINE FALASCA

## GRAPHIC DESIGNER

I'm a passionate graphic designer and creative director with over a decade of experience in branding, visual storytelling, and sustainable design. I've worked with global clients and built my own brands, combining creativity with strategic thinking to deliver impactful solutions. If you're looking for a designer who can bring your vision to life while delivering innovative and sustainable results, let's connect!

### WORK EXPERIENCE

MARCH 2025 - PRESENT

#### OWNER AND ARTIST

Dressed by Poetry, Auckland - NZ

Dressed by Poetry is a creative project that blends visual art and poetry into tangible experiences. I develop illustrated poems, bookmarks, stickers, postcards, and resin artworks, each crafted with a unique narrative and poetic touch. The project allows me to explore storytelling through design, combining artistic expression with meaningful messages. Through Dressed by Poetry, I manage the full creative process from concept development to production, creating cohesive and engaging pieces that resonate with audiences.

- Brand development, establishing a consistent and compelling visual identity.
- Content creation, producing illustrations, printed and digital assets.
- Sustainable curation, sourcing materials thoughtfully and ethically.
- Strategic growth, expanding audience engagement and presence across platforms.

2018 - PRESENT

#### FREELANCE GRAPHIC DESIGNER

Delivered innovative branding solutions to global clients like Accounting Centre (NZ), iRAP (UK), and Love2 (AU), specialising in creating custom assets and strategies for diverse audiences while maintaining consistency across global and local platforms.

- **Visual Identity Development:** Develop cohesive brand identities.
- **Print Collateral & Digital Media:** Create print materials and engaging social media content.
- **Website Design:** Design websites that reflect brand identity and enhance user experience.

2021 - 2023

#### BRAND SPECIALIST AND GRAPHIC DESIGNER

Love2Work (Labour Hire), Australia (Fully Remote)

Collaborated with sales and marketing team to develop visual strategies that boosted Love2Work's brand visibility and audience engagement.

- **Visual Strategies:** Created customer-focused designs tailored to the labour hire industry.
- **Email Marketing & CRM:** Designed and executed campaigns, automations, and managed CRM systems.
- **Multi-Channel Growth:** Enhanced engagement across social media, email, and website channels.

+64 022 131 6536

hello@carolinefalasca.com

LinkedIn: carolinefalasca  
carolinefalasca.com

Auckland, NZ

### SOFT SKILLS

Creative Problem-Solving  
Team Work  
Multitasking  
Cross-Channel Marketing  
Organisation Skills  
Attention to Detail  
Time Management

### EXPERTISE

Branding and Identity  
Creative and Art Direction  
Print and Digital Media  
Illustration  
Social Media Content  
Website Design  
Photo and Video Edit  
Layout and Composition  
Email Mkt Campaing  
Automations  
CRM

### CREATIVE TOOLS

Photoshop  
Illustrator  
InDesign  
Premiere  
DaVinci Resolve  
Procreate  
Canva

— 2012 - 2018

## FOUNDER, DESIGNER AND CREATIVE DIRECTOR

Casal Criativo (Design, Film and Photo Production), Brazil

Directed and executed branding and identity projects, including print and digital assets, while cultivating client trust and long-term brand loyalty across the design, film, and photo production industries. Managed the entire client journey from initial consultation to final delivery, ensuring satisfaction through proactive communication and dedicated support.

- **Project Direction:** Delivered multimedia design projects across various industries.
- **Client Management & Support:** Built trust, loyalty, and satisfaction through effective relationship management and dedicated support.

— 2012 - 2014

## GRAPHIC DESIGNER

Meg Up (Branding Agency), Brazil

Developed visual identity projects, brand illustrations, print materials, and packaging solutions that met high-quality standards and strengthened client relationships.

- **Team Leadership:** Supervised and mentored junior designers, ensuring high-quality project outcomes.
- **Branding Solutions:** Designed impactful logos, brand illustrations, and cohesive visual identities.
- **Print & Packaging:** Developed print materials and packaging solutions tailored to client needs.
- **Client Collaboration:** Maintained strong client relationships through proactive communication and delivering exceptional results.

## VOLUNTEERING

— 2009 - 2014

## ART DIRECTOR FOR MUSICAL THEATRE

IBAC (NFPO), Brazil

Led the creative and production side of musical theatre projects, handling costume and set design, event direction, and marketing. Worked with a small budget and a volunteer team from the local community, showing creativity, resourcefulness, and making a positive impact.

- **Creative Vision:** Designed costumes and sets that brought stories to life.
- **Event Direction:** Coordinated performances, managing everything from staging to logistics.
- **Smart Budgeting:** Made the most of limited resources to deliver amazing results.
- **Community Collaboration:** Brought together and guided a volunteer team, creating a strong sense of community.

## EDUCATION

### POSTGRADUATE DIPLOMA IN ART DIRECTION

Centro Universitario  
Belas Artes de Sao Paulo  
Sao Paulo, Brazil - 2012

### BACHELOR OF DESIGN - GRAPHIC DESIGN

Universidade Paulista  
Sao Paulo, Brazil - 2010

## LANGUAGES

English  
Portuguese

REFERENCES AVAILABLE UPON REQUEST