

CAROLINE FALASCA

GRAPHIC DESIGNER AND ILLUSTRATOR

I have been a graphic designer and illustrator for more than ten years now, and I am always excited to create engaging designs that help businesses succeed. My work is all about precision, creative problem-solving, and teamwork. I love adding my creative touch to any project, and I take pride in my ability to manage projects from start to finish, paying attention to the smallest things that can make a difference. If you are interested in creating something amazing together, let's do it!

WORK EXPERIENCE

PRESENT

FREELANCER GRAPHIC DESIGNER

Branding, visual identity, print collateral and illustration.

SEP 21 - MAY 23

BRAND SPECIALIST AND GRAPHIC DESIGNER (Fully Remote)

LOVE2WORK (Labour Hire) - Melbourne, AUS

Branding, visual identity and print collateral; Art direction, digital illustration, and multimedia design for Love2Work's branding and marketing campaigns; Collaborated with cross-functional teams to develop effective visual strategies and ensure brand consistency; Social media content, email marketing campaigns, and website design.

DEC 18 - JUL 21

FREELANCER GRAPHIC DESIGNER

Branding, visual identity, print collateral and email marketing for national and international companies such as The Accounting Centre (NZ), iRAP (UK), Love2 (AU); Customised watercolour illustrations.

JUN 12 - OCT 18

FOUNDER, GRAPHIC DESIGNER AND CREATIVE DIRECTOR

CASAL CRIATIVO (Design, Film and Photo Production) - Sao Paulo, BRA

Art direction, digital illustration and multimedia design; Logos, brand illustration, print collateral and packaging according to customers requirements; Online design such as social media content, online presentation and design for websites; Digital marketing and social media campaign management; Onboarding and customer relations as well as pre-sales, closing deals and post-sales services.

JUL 12 - AUG 14

GRAPHIC DESIGNER

MEG UP (Branding Agency) - Sao Paulo, BRA

Logos, brand illustrations, print collateral and packaging; Onboarding and customer relations; Guidance and assistance to junior designers.

JUN 09 - APR 14

ART DIRECTOR FOR MUSICAL THEATRE

IBAC (NFPO) - Sao Paulo, BRA

Project manager and producer; Costume and set design manager; Concept, visual identity and marketing; General event direction.

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Orewa, Auckland

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

EXPERTISE

Brand development
Print and digital media
Social media content
Website Design
Digital illustration
Photo retouching
Layout and composition
Creative and art direction
Email Mkt Campaing
Automations
CRM

SKILLS

Photoshop
Illustrator
Indesign
Premiere
Procreate
Microsoft Office

REFERENCES

ARTHUR MOREIRA

CEO at Love2Work
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ADRIAN CHARYA

CEO at The Accounting Centre
+64 021 410 667

ALESSANDRA FRANCOIA

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