

I'M CAROLINE FALASCA

**GRAPHIC DESIGNER,
BRAND SPECIALIST,
ART DIRECTOR.**

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Orewa, Auckland

EDUCATION

POSTGRADUATE DIPLOMA IN ART DIRECTION IN COMMUNICATION

Centro Universitário
Belas Artes de São Paulo
São Paulo, Brazil - 2012

BACHELOR OF DESIGN - GRAPHIC DESIGN

Universidade Paulista
São Paulo, Brazil - 2010

EXPERTISE

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

SKILLS

Photoshop
Illustrator
Indesign
Premiere

REFERENCES

ARTHUR MOREIRA
CEO at Love2Work
+61 420 991 909

ADRIAN CHARYA
CEO at The Accounting Centre
+64 021 410 667

ALESSANDRA FRANÇOIA
ACRED Coordinator at iRAP
+64 022 439 2821

I'm a graphic designer with over 10 years of experience crafting captivating brand experiences. I nail Adobe Creative Suite, as well as print and digital ads, and brand guidelines like a pro. Precision and teamwork are all me, and I'm excited about the opportunity to add my creative flair to your crew. With a proven track record as a reliable and trustworthy professional, I take pride in my ability to manage projects from inception to completion with a keen eye for detail. I welcome challenges that push me to grow both professionally and personally, and can't wait to make magic happen!

2021 - 2023

LOVE2WORK - Melbourne, Australia (Fully Remote) Brand Specialist and Graphic Designer

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.

2018 - 2021

FREELANCE 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.

2012 - 2018

CASAL CRIATIVO - São Paulo, Brazil Owner, Art Director and Graphic Designer

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.

2012 - 2014

MEG UP - São Paulo, Brazil Graphic Designer

Logos, brand illustrations, print collateral and packaging;
Onboarding and customer relations;
Assistant manager of trainees.

2009 - 2014

IBAC (NFP) - São Paulo, Brazil Art Director for Theatrical Musicals

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