

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

2023 - PRESENT

OWNER AND CREATIVE DIRECTOR

Beige (Sustainable Fashion), Auckland - NZ

As the founder and creative director of Beige - a sustainable lifestyle brand - and its extension, *Dressed by Poetry*, I focus on redefining neutrality through conscious consumption. My work is driven by a passion for sustainability, creativity, and cultivating meaningful connections.

- **Brand Development:** Lead the full brand development process, create cohesive designs and storytelling to shape the brand's vision.
- **Content Creation:** Produce engaging visuals, including videos, photography, and marketing materials.
- **Sustainable Curation:** Curate a range of pre-loved fashion with a focus on sustainability.
- **Dressed by Poetry:** Design unique hand-painted clothing that blends art and poetry.
- **Strategic Growth:** Drive brand expansion through online strategies and local market participation, overseeing merchandising, visual presentation, and creating exceptional customer experiences.

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.

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carolinefaldasca.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 Campaigning
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.

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carolinefaldasca.com

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