



Gina Giordano

Graphic Designer

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2022 Education

BFA in Graphic Design
The University of the Arts
Philadelphia

Program Skills

Illustrator
Photoshop
Premiere
InDesign
HTML/CSS
Corebridge

Work

2015 2021 Graphic Designer - FOCO

Worked in Illustrator and Photoshop to develop tech packs for fabrication for a sports licensed manufacturing company.

- Utilized style guides and branding across all leagues for product approval and final production.
- Developed and created a working "clip" for the product *Logo Looms*.
- Made swatches (patterns) based off of style guides for apparel.
- Understanding of Pantone colors for factory productions as it relates to the team brand guide and what is possible due to limitations.
- Made revisions as necessary, per league requests.

2022 2023 Production Specialist/Designer - Fastsigns

Design and production of multiple projects using different substrates and application methods.

- Creation of artwork for large format printing.
- Management/ organization from start to finish to meet customer's deadlines.
- Multi-management between orders.
- Utilization of the program Corebridge.
- Greater understanding of Pantone and CMYK colors and how they print on different materials.

2023 Present Lead Production Specialist/Designer - Fastsigns

Leading the production/design team to complete projects quickly and efficiently.

- Assist customers in the creative process step by step and offering expert advice.
- Color matching Pantones per customers brand guides as well as vinyl prints.
- Ability to problem solve in a fast paced environment and think outside of the box.
- Communication between sales and design to assist in complex orders.
- Training of new hires.
- Performing Installations for customers.
- Ability to plan and execute a task that has not been done before.
- Make quick decisions based on a multitude of variables.

Personal Skills

Customer Service
Problem Solving
Management
Collaboration
Multi-tasking
Organization

Portfolio

Website: giographics.design

References

Upon Request