

priscila bara

graphic designer | los angeles

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PORTFOLIO | www.pribara.com

WORK EXPERIENCE

SPIN MASTER

Packaging/Production Designer | September 2020 - Present

Toy packaging from concept to mechanicals. Build packaging design based on marketing objectives and develop it all the way to the production stage

SONY PICTURES ENTERTAINMENT

Digital Designer | March 2015 - March 2020

Key art, social media, marketing materials, branding elements, promotional art, trade graphics, website design with some ux/ui, title treatments

FREELANCE DESIGNER

July 2010 - February 2015

- Spin Master - creative vision for toy packaging
- Nakajima USA - design/production for Sanrio and Gwen Stefani's "Harajuku Lovers" line
- MGA Entertainment - toy packaging design
- Lakeshore Learning - toy/game packaging design
- Creative Teaching Press - children's educational books
- Neutrogena - packaging and ads for beauty products
- Univision Network - marketing materials, ads, invites
- GSN Network - re-design of website and digital assets
- The Academy/Oscars.org - promo materials in Spanish

SKECHERS USA

Sr. Graphic/Packaging Designer | August 2006 - June 2010

Packaging design (boxes, stickers, tags), ads, brochures, retail and trade graphics, POP

SEPETYS ENTERTAINMENT GROUP

Junior Graphic/Web Designer | March 1999 - June 2005

Packaging for compilations, album covers, ads, tour programs for the music business

EDUCATION

The Art Institute of California

Bachelor of Science Degree - Graphic Design, 2002

Academy of Entertainment and Technology
Occupational Certificate - New Media, 1999

Santa Monica College

Associate in Arts - Graphic Design, 1998

COURSES

Architecture | Mackenzie University, Sao Paulo, Brazil
Professional Guitar | Musicians Institute, Hollywood, CA
Animation | Jim Keeshen Productions, Los Angeles, CA

SOFTWARE | SKILLS

Photoshop, Illustrator, InDesign, XD, Dimension, Dreamweaver, Premiere, PowerPoint, Excel, Office.
Fluent in English, Portuguese and Spanish

INTERESTS



HONORS | AWARDS

- Winner of the "Fiesta Hermosa" logo for the city of Hermosa Beach, CA
- Gold and Platinum record awards from RCA Records for the artwork done for the band Lit
- First prize for California Pizza Kitchen box art contest
- Gold medal - "Olho de Boi," highest award granted by the Brazilian Post Office for stamp design