



Giovana Franco Ramos

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PROFILE SUMMARY

- Creative and motivated Graphic Designer and Art 'maker' with professional work ethic and 8 years of experience creating effective elements for print and digital graphics & marketing
- Proactive customer service representative, with experience in presentations, developing slides for teaching and professional work practice, seeking employment as Graphic Designer or Art Director.

KEY SKILLS

- Art Direction
- Photo and Video
- Brand Design
- Adobe Creative Cloud
- Google Suite (Docs, etc)
- Animated and static visuals
- Presentation software
- Team collaboration abilities
- Time Management Skills
- Written, Verbal & Interpersonal Communication Skills
- Detail Oriented
- Problem-solving capabilities

LANGUAGE SKILLS

- Portuguese (Native)
- English (Advanced)
- Spanish (Intermediate)
- German (Beginner)
- Creative and Office lingo

EDUCATION

- **A35 - ADaPT - Advanced Digital and Professional Training 2023 Cohort** **Aug 2023**
Micro-certification TMU and TECHNATION
- **George Brown College (GBC) Toronto, Canada** **Jan. 2018 – Apr. 2019**
Ontario College Diploma in Video Design and Production
 - “Amorabout” Short movie - Director, Short movie Premiere at Cineplex Eglinton (Year End Screening, 2019). Official selection for “First time filmmakers Session 2019. Student with highest GPA (George Brown College,2019)
- **Escola Superior de Propaganda e Marketing (ESPM) São Paulo, Brazil** **Jan 2011 - Dec 2014**
Graphic Design Bachelor, with emphasis in Marketing and Advertising
 - Best Experimental Graphic Design Project, Emilie Chamie Prize (ESPM, 2014) Short-movie “Ants”, script adaptation, cinematography, edition and production.
 - Opening Credits for Short-movie “Caposhi Pop”, Winner of Best Student Film on Feel the Reel International Film Festival (2016)
- **School of Visual Arts, New York, USA** **July 2014**
Summer Course on Culture, Design and Visual Arts
- **MoMA, New York, USA - Online Course “Fashion as Design”**

WORK EXPERIENCE

- **Graphic Designer - OCAD University Mindful Campus** **May 2023 to March 2024**
 - Successfully represented the visual brand for OCAD U’s Mindful Campus Initiative across a full spectrum of deliverables, including print, digital properties such as social media posts, event’s collateral, advertisements, and other marketing materials.
 - Brought OCAD U Mindful Campus brand to life through visuals across social media, website, emails, and print media during events held in person.
 - Provided creative output for print, social, digital and web design needs, with keen eye for detail
 - Grew OCAD U Mindful Campus’ Instagram in around 30% for engagement, reaching from 0 to 568 followers, and 1K reach in reels/static posts
 - Collaborated with Marketing & Communication team doing visual research and visual assets for campaigns, actively incorporating insights and feedback to refine and elevate designs while offering constructive feedback for other designers.



- **Professor - George Brown College (Part-time)** **January 2023 to May 2023**
 - Taught Graphic Design principles in composition, colour and logo prototyping using Adobe Illustrator and Adobe Photoshop softwares, through the "Digital drawing" discipline, inside Media Foundations curriculum. Recognized by students with positive feedback and evaluation.
 - Presented and instructed students on introductory concepts related to mise-en-scene and filmmaking, set dynamics, lighting and film analysis during the "Mise en scene - film structures" course, part of the Video Design and Production curriculum.
- **Graphic Designer/ Social Media - Canadian Star Marketing** **May 2021 to Sept 2022**
 - Improved outcomes in designing logos and elaborating apparel graphics for OPSEU (Ontario Public Service Employees Union)'s webstore Shopseu, keeping the store updated and refreshed depending on the season. Demonstrated flexibility to adapt quickly to shifting priorities.
 - Single-handedly managed the production floor for a DTG Printing production system, and was responsible for weekly restocking t-shirts and connecting with manufacturers on the back end.
 - Developed the graphic layout and collaborated with the in-house programmer to create the Goodwood Kartways webstore in less than 3 months, improving their online reach.
- **Graphic Designer/ Social Media - Blue & Green Inc** **December 2019 to May 2021**
 - Key role in Digital Marketing/ Graphic Design of social media accounts, growing the instagram page from 800 to 1000 followers in a month.
 - Created, updated, and maintained graphics for all digital and web entities including corporate websites, shopify platform and facebook, defining a positive overall experience for consumers
 - Represented the Blue & Green Inc brand on online seminars platform, Conduct usability testing and online marketing, including e-commerce and website promotions.
- **Graphic Designer - ZENAN GLASS** **Nov 2019 - Feb 2020**
 - Developed strategic thinking and problem-solving abilities in adapting digital layouts and logos from clients such as Molson, Guinness and local breweries.
 - Worked in collaboration with sales vendors, production personnel and the company supervisor in successfully printing numerous brand logos in different shapes and sizes of glassware (glasses, growlers, cups), providing speedy solutions whilst ensuring high quality designs.
- **Media Technician/Data Management Technician - George Brown College** **Jun 2018 - Apr 2019**
 - Responsible for instructing students, checking in and checking out film equipment and creating back up for videos shot in class. Examples: Sony Cameras, GoPro, Canon C300, Lenses, etc.
 - Achieved great hands-on understanding of camera, audio and lighting equipment, making sure the Cheqroom page was updated whenever new equipment arrived.
 - Collaborated with other media technicians effectively in organizing film studio and equipment and categorizing media recorded during classes, keeping track of student IDs and gear.
- **Corporate Videographer George Brown (Freelancer) - Fashion Exchange** **Dec 2018 - Feb 2019**
 - Worked independently and also with a creative crew to develop a shooting plan, for the George Brown College Fashion Exchange Program and Urban Crops Farming.
 - Achieved great understanding on editing and capturing footage during the process of pre-production, production and further in editing, always in contact with the client for feedback.
- **Freelance Graphic Designer- Editora Moderna** **Mar 2016 - May 2016**
 - Created layouts for the National Program of Didactic Books, reducing time and improving readability for high school and "SAT" level tests.
- **Junior Designer - Smart Propaganda Advertising Agency** **June 2016 - Dec 2017**
 - Collaborated with art director, projects manager, advertising editor and other graphic designers, showing positive communication skills driving audiences to 3+ brand pages.



- **Junior Designer - FF Design Studio** **April 2015 - Jan 2016**
 - Maintained a 100% customer satisfaction rating over a one year period, through visual development of folders, displays, catalogues and presentations for print and digital platforms, in-store displays and artworks for social media. Main clients: OSRAM Lighting, Power Transmission Industries;
- **Trainee - a10 Ideias que transformam** **Aug 2013 - Oct 2013**

VOLUNTEER EXPERIENCES

- **City of Toronto Doors Open - Aga Khan Museum (Seasonal)** **2022**
 - Main tasks were cars traffic organization, crowd control, assuring patrons were safe during the events and distribution of promotional materials inside the venues.
 - Respond accurately and promptly to patron inquiries pertaining to the box office of the museum, including warnings, age-specific restrictions, local restaurants, travel and transit routes, parking and concerns regarding service charges.
- **Pride Parade (Seasonal)** **2022-2024**
 - Pride Parade 2022 - June 25 and 26th - Crowd control, organizing exhibitors cars during the parade and carrying out the banner for the event "DykeMarch".
 - Pride Parade 2023 - Marshalling "Dyke March", distributing flags, assuring crowd-control and directing floaters & cars before lining up on the march.
- **Toronto International Film Festival (Seasonal)** **2019-2023**
 - Guided patrons smoothly along TIFF venues, providing directions; ushering and ticket scanning inside the movie theatres. Was continuously allocated on the info booth about surroundings of the festival due to positive communication skills and showcasing enthusiasm for the programme and movie premieres.
 - Offered the highest calibre of customer service, operations and guest/patron satisfaction, by providing direct informations about 12+ theatres inside Scotiabank venue and TIFF Bell Lightbox venues.

