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Giselle Werneck Salgado

Graphic Designer

Education: Bachelor of Fine Arts at Ringling College of Art + Design

Graphic & Interactive Communications major, Business of Art + Design minor; with Honors.

Technology skills: Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Microsoft Office (Word, Powerpoint, Excel), CRMs (WordPress, Adobe AEM, Wix), project management (WorkFront, Jira, Trello, Crisply), Windows & MacOS, basic HTML & CSS, typing at 110WPM.

Languages: English (fluent), Spanish (conversational), Portuguese (native).

WORK EXPERIENCE

Mattress Firm (MAR 2020 - PRESENT)

Graphic designer of promotional emails in an in-house digital marketing team.

Responsible for concept to execution of several weekly promotional emails, with special attention to development and legal requirements, as well as other digital assets following strict brand standards.

Harris Teeter (JUL 2019 - DEC 2019)

Digital designer in medium advertising team within household retail grocer.

Responsible for defining seasonal design guidelines; concepting, pitching, and creating advertising campaigns; production design across multiple channels, coordinating with print & video.

SentryOne (DEC 2017 - FEB 2019)

Graphic designer at in-house marketing department of local b2b data software company.

Responsible for concept to execution of advertising within strict brand standards; fresh and digestible takes on previous campaigns; production of a series of assets from email to ads and print pieces.

Charlotte Pride (MAR 2018 - NOV 2018)

Marketing director on board of volunteers responsible for the second-largest Pride festival in the southeast.

Responsible for merchandising, webmaster duties, photography, advertising, printing, public relations, internal communications & more.

LPL Financial (AUG 2017 - MAY 2018)

Visual designer within corporate communications of a financial management firm.

Responsible for mostly internal communications to financial advisors, including partner support, events, content creation, digital & email marketing, and brand development.

Lowe's Home Improvement (MAR 2016 - MAR 2017)

Production designer for the web under a large corporate retail brand.

Responsible for customer-facing advertising campaigns; re-design of user experiences; email marketing; mobile web and application assets; pitch deck design; project documentation.

Quaero, Inc. (SEP 2015 - MAR 2016)

Graphic designer on the marketing team within start-up b2b data software company.

Responsible for concepting, pitching, refining and executing internal & external campaigns; event marketing; print collateral; presentation designs and infographics.

WhiteLine Creative (MAY 2014 - MAY 2015)

Graphic designer within a boutique marketing agency of local clients varying from breweries to educational institutions.

Responsible for over 75 accounts spread among web, video, branding and marketing; projects including motion, content creation, email, environment and UX design.