

Giselle Werneck Salgado

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

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

Technology skills: Artificial Intelligence (Google AI studio, Gemini, Co-Pilot, others), basic HTML & CSS, Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Canva, Windows & MacOS, Microsoft Office (Word, Powerpoint, Excel), CRMs (WordPress, Adobe AEM, Wix), typing at 110WPM, project management platforms (WorkFront, Jira, Trello, Crispily), Google Ads, IT helpdesk experience.

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

GRAPHIC DESIGN EXPERIENCE

Mattress Firm (MAR 2020 - PRESENT)

- Email marketing and digital production on a fully remote marketing team for major national retailer.
- Responsible for: execution of a large volume of digital assets under strict brand standards, with special attention to performance data, compliance, legal requirements and mobile optimization; constant collaboration across departments, innovation and testing within design choices; team-building efforts & internal departmental activities; constant creative feedback and reviews; ongoing process improvements.

Self-Employed (2012 - PRESENT)

- Freelance graphic design services, individual product sales, consulting services and marketing.
- Projects included website redesigns, media training for organizations, logo and brand identity packages, print collateral, animation design, email marketing, social media marketing, infographics, and more.
- Clients ranging from small businesses to non-profit organizations and corporate contracts.

Harris Teeter (JUL 2019 - DEC 2019)

- In-house design including in-store signage, branding, marketing and advertising of major grocery retailer.
- Responsible for: defining seasonal design guidelines; concept, pitch, and creation of advertising campaigns; completing production design across channels; collaborating with print, radio & video teams.

SentryOne (DEC 2017 - FEB 2019)

- Small, in-office creative team within the marketing department of b2b data technology startup.
- Responsible for: pitching, conceptualizing and creating digital advertising; standardization of internal communications and branding; fast-paced turnaround of dense and highly complex informational solutions, both internal and external-facing; visual assets ranging from presentation decks to wayfinding.

LPL Financial (AUG 2017 - MAY 2018)

- Corporate design in a small, fast-paced communications team within asset management firm.
- Responsible for: mostly internal-facing materials targeted to financial advisors, including efforts in partner support, events, content creation, digital & email marketing, and brand development; focusing on attention to detail, extensive legal requirements and collaborating extensively with other creatives & team.

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

- Online marketing of major retailer in agile team environment.
- Responsible for: customer-facing advertising; re-design of user experiences; email marketing campaigns; optimization of responsive mobile web and application assets; pitch deck design; project documentation.