

# GINA LARISSA

Senior Graphic Design Artist / Content Creator  
Photographer & Digital Photo Editor

## SOME JOB EXPERIENCE

**SENIOR MARKETING DESIGNER  
/BRANDING DESIGNER**  
2020-2023

### Nine Line Apparel

- ~ Maintain and improve existing brand guidelines with the executive team.
- ~ Develop media ads with a strong focus on our brand image, with attention towards always respecting and promoting our company's culture and values.
- ~ Design and conceptualize email campaigns, GIFs, social media ads, and posts for our two main Brands.
- ~ Work with retail and design displays, catalogs, training manuals, collateral, print ads, and signage for all our stores.
- ~ Collaborate with the photo department for digital asset organization.

**GRAPHIC DESIGN ARTIST**  
2020-2022

### Nine Line Apparel

- ~ Produce artwork from scratch. Create training manuals for employees.
- ~ Prepare separations for the screen printing process.
- ~ Work with production in making sure my job is done correctly and at the best quality possible.

**ORDER FULFILLMENT S.  
/DTG OPERATOR**  
2019-2020

### Nine Line Apparel

- ~ Prepare, and operate the printer for DTG (Direct To Garment) printing.

**DTG SPECIALIST  
/CUSTOMER SERVICE**  
2018-2019

### Universal Studios/ Screenworks USA

- ~ Amazing experience with customers at Universal Studios! Orienting, receiving, and processing personalized orders directly from customers at the Park.
- ~ Prepare and operate the printer for DTG printing.

**VP & ART DIRECTOR**  
2001-2011

### Phoenix Grupo Creativo

- ~ Responsible for supervising all jobs quality, designing web pages, catalogs, and P.O.P. (Point Of Purchase) signs. Corporate Training Materials.
- ~ Direct Customer Service experience.
- ~ Responsible for creating guidelines for how logos and other branding materials should be displayed and used in different media.
- ~ Detail-oriented. Strong design principles and values from experience while collaborating with partners and absorbing feedback to achieve clients' goals.

**FREELANCE SENIOR GRAPHIC  
DESIGNER**  
2005-2006

### OverNight Funding Inc.

- ~ Responsible for designing and translating existing advertising, aimed at a Latino audience.

**ART DIRECTOR &  
GRAPHIC DESIGNER**  
2000-2002

### GRAU for McCann Erickson Dominicana

- ~ Preparing final arts to be sent to different media vendors.
- ~ Responsible for creating and diagramming magazines.

**GRAPHIC DESIGNER**  
1998-2000

### Impresora CONADEX

- ~ A great experience working at an offset printing business, designing Menus for 5 Stars Restaurants and Internationals Hotels.
- ~ Designing Commercial catalogs, creating logos, and brand identities for different customers.

**INTERNSHIP**  
1998

### Panamericana de Producciones

- Six-month rotating positions in one of Latin America's largest Movie and TV commercials production companies (UCSD University).

**GRAPHIC DESIGNER**  
1994-1998

### Creando Publicidad

- Responsible for the design and layout of a weekly local Newspaper.

## SKILLS

### I Design

GRAPHIC DESIGN  
CORPORATE IDENTITY  
SOCIAL MEDIA  
ADVERTISING  
ART DIRECTION  
CORP. TRAINING MATERIALS  
NEWSLETTERS  
CATALOGS  
MARKETING STRATEGY  
DRAWING  
STORYBOARDING  
ABILITY TO MEET DEADLINES  
LOGO DESIGN  
WEB DESIGN  
PHOTOGRAPHY  
DIGITAL PHOTOGRAPHY  
MAC/PC  
BILINGUAL (ENGLISH/SPANISH)

### I Software

ADOBE PHOTOSHOP  
ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
CANVA  
MICROSOFT SUITE  
HTML/CSS

### I Personal

RESILIENT  
CREATIVE  
OPTIMISTIC  
DETERMINED  
DETAIL-ORIENTED  
ORGANIZED  
INSIGHT FOCUS  
INTUITIVE  
COMMUNICATIVE  
LEADERSHIP  
TEAMWORK

## AWARDS

**EARNED "THE UNIVERSAL WAY"  
RECOGNITION** at UNIVERSAL  
STUDIOS, ORLANDO, FL

**MAGNA CUM-LAUDE B.A. IN  
ADVERTISING AND GRAPHIC DESIGN**  
at UNIVERSIDAD CATÓLICA SANTO  
DOMINGO, UCSD, D.R.

**SECOND PLACE AWARD FOR BEST  
TESIS** at UCSD, D.R.

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## EDUCATION

**INTRODUCTION TO CONSUMER  
NEUROSCIENCE & NEUROMARKETING**  
2023



**Copenhagen Business School**

Introduction to Consumer Neuroscience & Neuromarketing.

**UX/UI DESIGNER**  
2021-2023



**Google**

Google UX Design Professional Certificate,

**TEACHING ENGLISH  
ONLINE COURSE**  
2020



**International Open Academy (IOA)**

Credential ID #100-155205.

**SOCIAL MEDIA MARKETING**  
2016



**Shaw Academy Marketing**

Diploma in Social Media Marketing & ORM

**JEWELRY DESIGNER**  
2002



**Parsons School of Design (Chavón Affiliated Campus)**

~ Creative Process Development.

**CREATIVE PROCESS  
DEVELOPMENT**  
2001



**Parsons School of Design (Chavón Affiliated Campus)**

~ Creative Process Development.

~ Learning how to develop and increase the Creative, Mental & Spiritual Advertising Process.

**WEB DESIGN AND IMAGES  
OPTIMIZATIONS**  
2000



**Parsons School of Design (Chavón Affiliated Campus)**

~ Designing Web pages and optimizing web images using Photoshop, Image Ready, and Dreamweaver Programs.

~ Learned HTML and CSS.

**LOGOS AND SYMBOLS DESIGN**  
1999



**Parsons School of Design (Chavón Affiliated Campus)**

~ Branding-oriented certificate.

~ Learned how to design personal and institutional logos & corporate identity.

**BACHELOR DEGREE IN  
ADVERTISING**  
1998



**Universidad Católica Santo Domingo, UCSD, D.R.**

~ Magna Cum-Laude B.A. in Advertising and Graphic Design.

## VOLUNTEERING

**CATECHIST AND SACRAMENTAL  
PREPARATION TEACHER**  
2012-2019



**St. Joseph Catholic Church**

~ **Volunteer Position.-**

Loved serving as a Catechist and Sacramental Preparation Teacher for grades Pre-K to 2nd.

**BULLETIN EDITOR**  
2014-2016



**St Maximilian Kolbe Catholic Church**

**Volunteer Position.-**

Designing and running St. Maximilian Kolbe's Catholic Church weekly Newsletter.

## SKILLS

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GRAPHIC DESIGN  
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SOCIAL MEDIA  
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ART DIRECTION  
EDITOR  
CORP. TRAINING MATERIALS  
NEWSLETTERS  
CATALOGS  
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ORGANIZED  
INSIGHT FOCUS  
INTUITIVE  
COMMUNICATIVE  
LEADERSHIP  
TEAMWORK

## SOME HOBBIES

READ  
ORGANIZE  
PLANT LOVER  
FAMILY PHOTOGRAPHY  
LANDSCAPE PHOTOGRAPHY  
DRAW  
DECLUTER  
CRAFT  
SUCCULENT COLLECTOR  
SMILE :)

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