

Corinna Moreno

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<https://designedbycori.com>

Education: B.A. Graphic Design, Art History Minor, at San Jose State University

Design Skills: Color theory, typography, vector illustration, print design, UI design, character rigging, 2D animation, photography/photo editing, business branding. Large and small format printing and cutting.

Software: Adobe CC (Illustrator, Photoshop, After Effects, Lightroom), Articulate Storyline 360, Microsoft Office (Word, Excel, PowerPoint, Teams, Outlook), PC and Mac.

Soft Skills: Problem-solving, attention to detail, teamwork, time management, project management, translating and incorporating client feedback.

Work Experience:

Contract Graphic Designer | SNAP Inc. | USCG MIPS A | Sep 2019 - May 2021

- **UI Design:** Developed a comprehensive UI style guide, resulting in a consistent and professional look across all e-learning courses.
- **Vector Illustration:** Designed and illustrated interactive assets (avatars, logos, icons, buttons, infographics)
- **Team Collaboration:** Provided technical support and guidance to ADL developers in utilizing Storyline 360 effectively. Troubleshooted issues, shared best practices, and mentored team members on design and development techniques.
- **File Management:** Proficiency in using platforms like Google Drive, Dropbox, and Microsoft Teams to facilitate easy access and real-time collaboration.

Contract Graphic Designer | SNAP Inc. | DLIFLC Headstart 2 | Aug 2016 - Sep 2019

- **Cultural Research:** Conducted in-depth research on diverse cultures and languages to accurately portray cultural nuances in visual assets. Developed a strong understanding of cultural symbols, customs, and aesthetics to create authentic and respectful designs.
- **Asset Management:** Designed, organized and managed a vast library of visual assets, ensuring efficient access and utilization by the production team.
- **Vector Illustration:** Developed a universal illustration style to depict various cultures and languages, paying close attention to detail and cultural nuances.
- **2D Animation:** Spearheaded the 2D animation production pipeline, optimizing workflow to deliver high-quality animations on a tight deadline. Created dynamic and

culturally accurate 2D animations, utilizing frame-by-frame and rigging techniques. Developed an effective production system to streamline production processes.

Sales Associate | Macy's | May 2015 - July 2016

- Sales: Exceeded sales targets consistently through effective product recommendations and clientele development.
- Customer-centric: Built a loyal customer base by providing exceptional service and personalized beauty solutions.
- Product expertise: Became a trusted advisor to clients by developing in-depth knowledge of Laura Mercier product line.
- Retail Skills - Demonstrated exceptional task management while providing comprehensive customer service, including cashier duties, phone support, credit card processing, store maintenance, and inventory management.

Graphic Designer | Impress Printing | Fresno, CA | March 2014 - February 2015

- Print Design: Created visually appealing and effective designs for a wide range of print materials, including business cards, flyers, posters, and banners.
- Pre-Production: Prepared print-ready files, ensuring accurate color profiles, image resolution, and file formats. Operated printing equipment to produce high-quality printed materials.
- Printing and Cutting: Operated plotting and cutting equipment to produce high-quality finished products, including vinyl banners, decals, and signage. Ensured accurate color matching and precise cutting for optimal results.

Sales Associate | Talbots | 2013

Sales Associate | Anna's Linens | 2012

Sales Associate | Bath & Body Works | winter 2011

Sales Associate & Photographer | Picture People | 2011