

Corinna Moreno

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<https://designedbycori.com>

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

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

Software: Adobe Illustrator, Photoshop, and After Effects. Articulate Storyline 360, Microsoft Office, Google Workplace, Drop Box, PC and Mac.

Soft Skills: Problem-solving, creativity, attention to detail, teamwork, time management, project management, digital file management, client consultation

Work Experience

Graphic Designer | SNAP Inc. | United States Coast Guard, MIPSAs

Remote | Sep 2019 - May 2021

- **UI Design:** Developed a comprehensive UI style guide for the MIPSAs project, resulting in a consistent and professional look across all e-learning modules.
- **Asset Design:** Vector illustrated interactive assets (avatars, logos, icons, buttons, infographics) to be used in all e-learning modules..
- **Software Proficiency:** Provided technical support to ADL developers in Storyline 360. Troubleshooted issues, shared best practices, and mentored team members on effective User Interface Design.
- **File Management:** Used Google Drive, Dropbox, and Microsoft Teams to facilitate easy access and real-time collaboration.

Illustrator & Animator | SNAP Inc. | DLI FLC, Headstart 2

Monterey, CA | Aug 2016 - Sep 2019

- **Vector Illustration:** Used Adobe Illustrator and Cintiq to hand draw over 1,000 images, including landscapes, buildings, food, clothing, patterns, animals, people, portraits, and cultural concepts.
- **2D Animation:** Managed the production of 300+ short-form animations, serving as the sole designer, illustrator, and animator. Developed the full creative process from background, character, and asset illustrations in Adobe Illustrator, to puppet rigging, and motion design in After effects.

- Cultural Research: Conducted in-depth research on over 30 foreign cultures and languages. Developed a strong understanding of cultural symbols, customs, and aesthetics to illustrate authentic cultural representations.

Cosmetics Sales Associate | Macy's | Feb 2015 - Aug 2016

- Beauty Advisor: Gained product knowledge of 10+ luxury cosmetics brands
- Beauty Brand Expert: Specialized in Laura Mercier product line, promoted sales, and applied Skincare and Makeup to clients, according to the LM style guidelines.
- Cosmetics Application: Instructed and demonstrated proper application for each product, and made recommendations based on client needs. Consulted clients on personalized skincare routines and makeup application for special occasions and every day wear.
- Fragrance: Acquired product knowledge of 40+ luxury brands, attended Product Knowledge Training events, made personalized product recommendations, and prepared product displays according to brand style guides.
- Customer Service / Retail - 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 | Nov 2014 - Dec 2015

- Design Consultation: Communicated directly with clients to translate business needs into custom marketing assets through an iterative design process.
- Graphic Design: Used Adobe Illustrator and Photoshop to design images for digital marketing, print, apparel and car-wraps.
- Pre-Production: Prepared print-ready files, ensuring accurate color profiles, image resolution, and file formats. Set up document bleeds, slugs, and safety margins to ensure 100% cut and print accuracy.
- Printing and Cutting: Operated plotting and cutting equipment (Roland Versaworks) to produce stickers, heatpress, vinyl banners, decals, and large signage.

Sales Associate | Talbots | 2013

Sales Associate | Anna's Linens | 2012 - 2013

Sales Associate | Bath & Body Works | 2011

Sales Associate & Photographer | Picture People | 2011