

# Giselle Canino

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## Education

2010-2016  
New York City College of  
Technology, CUNY  
**Bachelor of Technology in  
Communication Design**

2002-2004  
Bronx Community College, CUNY  
**Associates in Applied Sciences  
in Digital Design**

## Awards

UCDA '19 Award of Excellence  
in Intergrated Design - Pace  
University/Ribbon Cutting Event  
Cum Laude Honor Society '16  
Dean's List '16  
National Dean's List '02-'04  
Phi Theta Kappa;  
International Honor Society, '04  
Student of the Year Scholarship, '04

## Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat  
Adobe Dreamweaver  
Adobe AfterEffects  
Microsoft Office  
Drupal  
Wordpress  
HTML  
CSS

## Experience

- 2022 ● Present  
**Digital Designer**  
NYC ACS/Workforce Institute (CUNY SPS)  
Designed the NYC ACS Training website while maintaining optimal website performance and managing hosting environment. Developed and managed digital content for the website. Designed webpages for the Fiscal Year 2022 Impact Statement for Workforce Institute. Launched and designed all materials including print and web for new professional development programs within organization.
- 2019 ● 2021  
**Web Developer/Designer**  
New Jersey Institute of Technology  
Designed the Ying Wu College of Computing Jersey City website at NJIT as well as maintaining and updating all the school websites within YWCC. Created and sent out monthly newsletters and emails. Designed brochures, flyers, posters and research reports for YWCC and the schools within the college. Designed "Digitally Yours" NJ PATH subway campaign.
- 2016 ● 2019  
**Designer**  
Pace University  
Designed postcards, invitations, brochures, catalogs, flyers, online and social media banners. Created online webpages via Slate and email campaigns on Constant Contact. Created the university's brand guidelines and style.
- 2016 ● 2016  
**UI/UX & Branding Consultant**  
WEDIDIT  
Redesigned the donation campaign wizard platform. Designed solutions for the interests feature within wedidits software platform. Created illustrations for infographics and for social media.
- 2015 ● 2016  
**Senior Designer**  
CMW  
Created company identity and style guides to produce a strong consistent brand. Designed brochures, business cards, flyers, flags, and social media banners. Created t-shirts and tank tops for members.
- 2015 ● 2015  
**Visual & Brand Designer**  
Fitness Innovations  
Redesigned the brand and style guides across all mediums.
- 2015 ● 2015  
**Freelance Graphic Designer**  
Privcap  
Designed weekly and monthly editorial reports in digital and print format. Produced collateral for private equity conferences, including web banners, brochures, conference agendas, and invitations.
- 2015 ● 2015  
**Freelance Graphic Designer**  
Langan  
Designed several logos. Created icons and illustrations for infographics that was used for the 2015-2016 strategic plan and other print materials.
- 2015 ● 2015  
**Freelance Designer**  
G3 Communications  
Designed banners for social media and other miscellaneous online venues. Designed and coded emails for a white paper campaign.
- 2014 ● 2014  
**Designer**  
Macy's, Inc.  
Designed catalogs and guides, prepared files for pre-press. Managed and directed photo shoots along with retouching and image correction. Production and editing of videos for mobile devices.
- 2012 ● 2014  
**Design Manager**  
Hadassah  
Managed a team of three with art direction, provided critique and managed workflow. Oversaw visual design for all digital and print media.
- 2005 ● 2011  
**Web Graphic Designer**  
Direct Brands, Inc.  
Designed weekly campaigns that included emails, feature site pages, landing pages, animated banners and static banners. Designed catalogs for book clubs and mentored junior designers.