

Giovanni Ferretti

A multidisciplinary communications designer that creates for the passion of a social good cause, whether it might be for not-for-profit or a community organization. **Digital Marketing, Branding, and User Experience Design** are the foundation of my work, which strives to empower, transform, and contribute to someone else's spark. Bringing thoughtful collaboration through problem-solving is what I enjoy doing the most.



Toolbox

Adobe InDesign
Adobe XD
Adobe Photoshop
Adobe Illustrator
WordPress
Premiere Pro
After Effects
Adobe Spark
Acrobat

Skills

Digital Marketing
Brand Development
Design Direction
Editorial Design
Communication Design
Prototyping
Wireframing
Public Speaking
Colour Theory
Collaboration
Motion Design

Licenses

Google, Feb 2021
Digital Marketing
Certified

RGD, Oct 2020
Provisional RGD,
Association of Graphic
Designers (RGD)

Experience

Freelance Designer 12/2020 - Present

Joined the non-profit organization Artbound Foundation to raise awareness about Canadian Indigenous Communities. Designed strategic visuals to express the message. Currently helping the social Cambodian enterprise part of Water for Cambodia revamping their current visual and digital presence.

Swob Inc. 06/2020 - 09/2020

Brand and Marketing Design Intern

I supported Swob Inc. with content creation, scheduling, and organization across all social media channels to build brand awareness and expand business objectives. I designed digital and social media assets to identify new opportunities across all channels. Assisted the team on administrative tasks.

Grip Limited 01/2020 - 04/2020

Grip Orange Juicer Participant, Art Director

Accomplished a creative strategy for a client alongside a team of 5 to complement marketing strategies across sales channels. Implemented problem-solving while working as a cohesive team to research insights and coming up with new ideas.

Self-Employed 09/2017 - 12/2020

Graphic Designer

Clients' work includes the Markham Board of Trade, where I delivered a design system for the event, and RMHC, collaborated with a team of 5 to present project/campaign at Cossette. Created the branding identity of "Get Real" by Vans, including research, idea generation, evaluation to production of final design, awarded as "The One Show"'s finalist out of 20.

Education

09/2018 - 08/2020
Humber College, Media & Creative Arts, 3.7 GPA
Advertising & Graphic Design Diploma with Honours

09/2017 - 08/2018
Humber College, Media & Creative Arts
College Certificate, Media Communications

Volunteer

2021 Global Nomadic Graphic Designer for Childrens Centre

Customized a web layout to raise awareness about their objective to build and install bio sand water filters. Developed and tested front-end WordPress sites to describe their mission.

12/2020 - 2021 Artbound Foundation Ballantyne Project

Managed online ads to announce regular events, fundraising drives. Joined the #CreativityBoxes movement to support communities in need of basic necessities and to enhance an existing non-profit's social presence.

Let's Chat

gfcreative.ca

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