

Giovanni Ferretti

GRAPHIC DESIGNER

Toronto based designer willing to go above and beyond to deliver against a wide array of design tasks. Bringing thoughtful collaboration through problem solving, has always been my day to day goal as a creative.

Let's Chat

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Technical Skills

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, XD, Premiere Pro
- Digital Marketing
- Brand Development
- Design Direction
- UX Design
- Video Editing
- Colour Theory
- Motion Graphics

Soft Skills

- People Oriented
- Team Work Spirit
- Eager To Learn
- Juggling multiple projects
- Extensively Hard Working

Licenses

Google, Feb 2021
Digital Marketing Certified

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

Education

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

09 | 2017 **Humber College**, Media & Creative Arts
08 | 2018 College Certificate, Media Communications

Work Experience

02 | 2021 **Graphic Designer**

11 | 2021 **Sidekix Media, Toronto**

Championed multiple projects at once, and consistently met draft deadlines. Drafted magazine designs, brochure designs, packaging, typography and layout, and any other required marketing materials. Collaborated with marketing teams and management to discuss and develop final drafts.

06 | 2020 **Brand and Marketing Design Intern**

09 | 2020 **Swob Inc., Toronto**

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

01 | 2020 **Art Director**

04 | 2020 **Grip Limited | Grip Orange Juicer Participant,**

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.

Volunteer Experience

01 | 2021 **Graphic Designer**

05 | 2021 **Global Nomadic | Graphic Designer for Childrens Centre**

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

12 | 2020 **Ballantyne Project**

11 | 2021 **Artbound Foundation**

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.