

# CAROLINE PIZZANO

• graphic designer •

## OBJECTIVE

Caroline's main objective as a graphic designer is to improve a company's brand identity or enforce the identity they currently have through the use of strategic promotional design and basic branding principles. She is extremely thorough when developing ideas and enjoys working with others, however, is also comfortable working on projects independently.

## EDUCATION

2017-2021 • Montclair State University  
Degree in Visual Communication Design  
Certificate in Entrepreneurship

## EXPERIENCE

### 2020 **Balls Vodka**

*Graphic Designer*

- Creates graphics for online and offline layouts.
- Manages and develops social media content for marketing campaigns.
- Maintains brand consistency throughout all digital platforms.

### 2020 **Mishka Collective**

*Freelance Designer*

- Creates brand books alongside consultants.
- Develops and enforces packaging designs based on brand book aesthetics.
- Collaborates with a variety of clients for extended periods of time.

### 2019 **NBC Universal**

*Graphics Intern*

- Created designs, concepts, sample layouts and other artwork.
- Developed graphics for product illustrations and promotional ads.
- Maintained an archive of images, files, and previous projects.

## SKILLS

- Motion Graphics
- Brand Photography
- UI/UX Design
- Typography
- Adobe Creative Suite
- Microsoft Office
- Social Media Marketing
- Copywriting

---

609-226-3251 • carolinepizzano@gmail.com • Portfolio: [www.caroline-pizzano.com](http://www.caroline-pizzano.com)

Based in Greater New York / New Jersey