



Rina Capuno

BDes Hons.

profile

I am an experienced creative professional currently working as a multimedia graphic designer possessing strong communication skills in terms of visual concepts as well as dealing with clients and my fellow colleagues. When working, I consistently strive to put my best efforts forward while staying professional, adaptable and approachable. I am highly creative and motivated with a sharp eye for detail. I am always willing to learn and see new challenges as opportunities to grow.

experience

JANUARY 2009 – PRESENT

Design Related:

AVIDA™: Toronto, Ontario — Lead Multimedia Designer

[Key Clients: Canadian Tire, Staples, MoneyMart, FasGas, Toyota, Castrol, McDonald's Florida]

- Develop animated, full-motion advertisements and promos using After Effects or Flash
- Produce aesthetically-pleasing work and quickly deliver concepts for current clients to maintain good client relations as well as for prospective clients to obtain new clientele for the company
- Manage content and keep in contact with various clients directly or via account coordinators in order to meet requests in a timely fashion, even under extremely tight deadlines
- Create and work on web-based content such as building and maintaining company websites using Content Management Systems such as WordPress
- Collaborate with the internal team and external third-party ad agencies in order to ensure consistent content delivery for clients
- Organize and maintain a digital library of files and live content across our digital network while ensuring proper formats, versions and accurate content scheduling for a multitude of clients
- Work on printed collateral to promote the company and its services as well as miscellaneous in-house creative needs (ie. installation mockups, powerpoint graphics, business cards)

JULY 2007 – AUGUST 2007

Bradshaw Design Solutions: Etobicoke, Ontario — Design Intern

- Assist in projects and tasks, attend client meetings, communicate with clients

skills

- Adobe Creative Suite: Photoshop, Illustrator, After Effects, Flash, InDesign, Dreamweaver
- Good working knowledge of HTML, CSS and Content Management Systems such as WordPress
- Microsoft Office Suite: Word, PowerPoint, Excel, Outlook (also familiar with Office 365)

education

SEPTEMBER 2004 – JUNE 2008

York University / Sheridan College

Bachelor of Design Program, graduated with Honours

- Received Entrance Scholarship to YSDN program for previous Academic Excellence
- Typeface Design and Promotional Poster selected as a feature piece for Verso Magazine
- Recipient of a consolation prize for a poster designed for a Schulich Convention

interests

Photography, Social Media, Beauty & Style, Snowboarding, Cooking & Baking, Japanese Culture, Traveling, Knitting, Reading, Playing the Guitar... I am an open book and I love to try new things!