

EMILY ROSE CANINA

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GRAPHIC, VISUAL AND END-USER DESIGN SPECIALIST

PROFESSIONAL SUMMARY

Innovative and results-driven **Graphic/Visual Designer** with a passion for finding solutions to simplify the user experience through design. In-depth knowledge of the overall design process, including the creation of layouts and visual hierarchy.

DEMONSTRATED COMPETENCIES

InDesign | Design Process | WordPress | Illustrator | MS Office Suite | Flash | Photoshop | Dreamweaver
Information Architecture | Hierarchy | Fireworks | Audacity | Garageband | WIX | Maya | Page Lime | SPSS | Qualtrix
SEO | Mind Mapping | Marketing Research & Principles | Consumer Behavior | Integrated Marketing | Communications

EDUCATION

BA, Interactive Digital Design (Minor in Marketing), Quinnipiac University, Hamden, CT
Studied abroad (Liberal Arts) Spring Semester – Lorenzo Di Medici, Florence, Italy

WORK EXPERIENCE & RELEVANT INTERNSHIPS

J. JILL, INC., Quincy, MA

September 2013 – October 2013

Visual Coordinator (temp. position)

- Assisted the visual design Team in developing the bi-monthly *Visual Merchandising Guide* used by each retail store for marketing purposes (i.e., floor lay-out, windows, shelves, and visual displays, etc.)
- Dropped images and text into templates (via Photoshop) and adjusted as needed to ensure pages were visually appealing
- Worked on projects that included assembling marketing posters for use at the headquarters' mock store

H. PEARCE REAL ESTATE, North Haven, CT

June – December 2012

Marketing / Design Intern

- Performed design and office tasks, including the design of e-mail and paper flyers, postcards, and newspaper ads
- Collaborated with a colleague to redesign the firm's commercial website; met with realtors to discuss and strategize on content options and redesigned the front-end layout resulting in a more user-friendly and visually appealing site
- Created a customized website template (using WordPress) for the agent team to use as a CMS

VARIERUSA, Needham, MA

June 2011 – January 2013

Design Intern

- Utilized WordPress to manage content for the company's website, www.varierusa.com; added 50+ pages and dropped content and images into each page within the template
- Produced and edited banner images and incorporated SEO through the use of effective, industry-specific key words

MANSIAN, INC., Boston, MA

June 2010 – June 2010

Summer Intern

- Performed office work for this premiere advertising agency and researched pricing options for ad images
 - Answered phones, organized contacts, and created Excel spreadsheets to keep track of projects and due dates
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PROFESSIONAL ASSOCIATIONS & ACTIVITIES

Member, AIGA, (Boston Chapter), July 2013 – Present

Indoor Volleyball, Social Boston Sports, Fall 2013 to Present

Attendee, AIGA 2013 Emerging Professional Workshop, CT Chapter – February, 2013

Vice President & Treasurer, Quinnipiac University Interactive Design Organization, 2009 – 2013

Promotions Committee Member, Student Programming Board (SPB), 2010 – 2011

Volunteer, Alzheimer's Association Memory Ride, Fort Devens, MA – 2012

Participant, Half Marathon, Firenze 2012, Firenze, Italy – Spring, 2012

Volunteer, The Big Event, Hamden, CT – Spring, 2010