

CAROLINA [FERRAZ] TAKESKY

CREATIVE DESIGNER

hi@carolinaferrazdesign.com

www.carolinaferrazdesign.com

| EXPERIENCE |

HASBRO – REMOTE, RHODE ISLAND

Creative Designer [Contractor] - 2020 to 2021

Supported the creative teams across branding, franchise, and packaging departments in RI and CA on digital and print graphic design projects.

- Collaborated on digital, social, and print media projects for “action brands” such as GIJoe, Transformers and Beyblade.
- Contributed to developing creative concepts, illustrations and designs for Netflix series and a major motion picture film.

CFT DESIGN - NEW YORK

Art Director / Creative Director / Freelance Designer - 2010 to Present

Providing digital, print, and creative design support for a variety of clients from start-ups to national and global brands.

- Collaborating with in-house creative teams as well as designing independently based on project briefs.
- Designing for various digital platforms, including web, social media, and email marketing.
- Contributing within other creative spaces including illustrations, photography, production, and editorial support.

select work:

LIQUID I.V.: Consulted on influencer packaging concepts and print packaging design for nutrition brand.

THE FLOURISH FUND: Provided creative support, including blog writing, and translating for motherhood support brand.

GIRL SCOUTS: Designed digital and social content, to support for volunteers nationwide. Designed, illustrated, and directed a collection of printable activities for members of preeminent 501c nonprofit.

ESTEE LAUDER: Contributed web, email and digital ad designs across US and Canada for beauty brand.

HOHMANN & BARNARD, INC. - NEW YORK

Creative Designer - 2003 to 2010

Set-up and directed in-house, creative department for national manufacturing company.

- Designed from, concept to completion, all print media: catalogs and brochures, trade show signage, technical and architectural manuals.
- Updated packaging/promotional materials and provided pre-press support, fostering relationships with vendors.
- Collaborated with marketing/engineering to implement creative ideas for web and print projects to elevate brand voice.
- Supported distributors and outside sales team to promote and reinforce brand identity.

| EDUCATION |

PARSONS SCHOOL OF DESIGN - NEW YORK, NEW YORK *NASAD accredited, The New School University*

Bachelor of Fine Arts (BFA), Emphasis in Photography and Communication Design

| TECHNICAL SKILLS |

Adobe Creative Suite [Photoshop, Illustrator, InDesign, Acrobat, After Effects],
WordPress, Figma, Google Suite, Microsoft Office, Mac and PC Operating Systems