

## GET IN TOUCH

 tallytriolo.ca

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 (519) 701-0954

## EDUCATION

### POST-SECONDARY DIPLOMA

#### INTERACTIVE MEDIA DESIGN

Fanshawe College | 2022-2023

London, ON | Canada

### POSTGRADUATE DIPLOMA

#### MARKETING & BUS. RELATIONS

Mackenzie University | 2014-2015

Sao Paulo, SP | Brazil

### BACHELOR'S DEGREE

#### BUSINESS ADMINISTRATION

Uninove University | 2008-2012

Sao Paulo, SP | Brazil

## HARD SKILLS

- Adobe Creative Cloud (Illustrator, Photoshop, XD, After Effects, Premiere, InDesign)
- Branding | Visual Identity
- Illustration
- HTML5 | CSS3 | JavaScript
- 3D Motion Graphics
- Video Editing | Animation

## SOFT SKILLS

- Strong graphic and web design skills
- Able to handle high-pressure
- Highly motivated and collaborative
- Flexible and adaptable
- Capable of handling multiple projects simultaneously
- Able to troubleshoot

# TALLYTA TRIOL

## MULTIMEDIA DESIGNER

### PROFILE

Versatile designer who combines graphic design and front-end development skills to create engaging multimedia content across various platforms. A creative person with technical skills to design user interfaces, animations, graphics and multimedia elements.

### CAREER SUMMARY

#### GRAPHIC & WEB DESIGNER

May/18 - Present

FREELANCE | Sao Paulo, SP, Brazil

- Working across print and digital projects, depending on the client's needs
- Creative design solutions: brands & visual identity, advertisements, digital illustrations, magazine covers, signs, web pages, email marketing and communication materials
- Design work on time and within a specified budget
- Work done with other members of an independent or in-house creative team

#### SENIOR MARKETING ANALYST

Aug/15 - Apr/18

DROGARIA ONOFRE | Sao Paulo, SP, Brazil

- Creation of retail promotional campaigns according to the brand identity for print and digital media
- Responsible for design for the store tabloid (magazine offers)
- Collaboration with other teams, such as commercials, products, web designers and developers
- Visual communication application for all stores
- Responsible for measuring and analyzing the performance of marketing campaigns

#### MARKETING ASSISTANT

Sep/14 - Jul/15

MY SHOES | Sao Paulo, SP, Brazil

- Support and development of events for retail calendar, and promotional campaigns
- Responsible for creating and sending email marketing (MailChimp) according to brand campaigns
- Planning of internal and external events, such as showrooms, creating the layout and visual design
- Responsible for measuring and analyzing the performance of marketing campaigns

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### CAREER SUMMARY

#### SALES ASSOCIATE

STAPLES | London, ON

Jun/22 - Present

- Assist customers and identify opportunities to sell products
- Organization the products on the shelves and in the stock
- Fast-paced work
- Great team relationship

### INTERNSHIP | PROJECT

#### GRAPHIC & WEB DESIGNER | INTERNSHIP

SILEX PROJECT - FANSHawe COLLEGE

BANTING HOUSE NHS - MUSEUM | London, ON

Jan/23 - Apr/23

- Responsible for creating a new logo and visual identity
- Creation of a new brand guide and brand usage materials
- Responsible for creating the overall look and feel of the website, wireframe high fidelity layout.

### AWARDS & ACHIEVEMENTS

#### DEAN'S HONOUR ROLL | FANSHawe COLLEGE

- WINTER - 2022
- SUMMER - 2022
- FALL - 2022

In recognition of academic excellence, a student who achieves a term grade point average of 3.9 while in a full-time course.

### INTEREST & HOBBIES

- Digital Illustration
- Muralism - Artistic painting



/tallytriolo