

Camila Pena

Senior Graphic Designer & Branding Expert



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[CAPE Design Studio](https://www.facebook.com/CAPE.Design.Studio)



[Freelancer Profile](#)

EDUCATION

ITESM

2013-2018

Bachelor of Industrial Design

RMIT University

2017-2018

Bachelor of Graphic Design (Year Abroad)

Oxford Brookes

2012-2013

Foundation Diploma in Art & Design

- Diploma in Japanese Design & Aesthetics, RMIT, Melbourne Australia.
- Certification in Neurolinguistic Programming, NLP Center, Mexico.
- Certification in Event Design & Planning, CAAV, Mexico.
- Diploma in Oil Painting & Artistic Drawing, CAAV, Mexico.

WORK EXPERIENCE

Senior Graphic Designer

APRIL FORD AGENCY | Sep 2023 - Current | Melb, Australia.

- Lead UX & UI design projects for diverse Australian brands within the digital agency.
- Develop engaging social media content, videos and HTML5 ads using tools such as Canva, Figma and all Adobe Suite programs.
- Design advertisements for various platforms while collaborating with creative directors, ensuring brand consistency and effectiveness.

Senior Graphic Designer

LOVISA | Sep 2022 - Sep 2023 | Melb, Australia.

- Lead the design and development of all graphical elements including but not limited to: product packaging, branding, and POS.
- Manage conceptual ideas through to approved sampling for all carding, gift boxes and graphic elements for stores.
- Develop, produce and circulate structured brand guidelines.
- Managing all packaging quotes/negotiations, supply of finished artwork files and coordinating with suppliers.

WORK EXPERIENCE



Graphic Designer & Content Creator

THE WALK AGENCY | Jan 2022 - Aug 2022 | Melbourne, Australia.

- Graphic design tasks across multiple media (print, online, digital etc).
- Follow brand guidelines, study design briefs and produce high quality design work from sketched ideas to final deliverables.
- Produce drafts for clients review and make revisions based on feedback received.
- Supervise external resources to complete projects (printers, animators, etc).

Graphic Artist

BETTER MAN PRODUCTIONS | Sep 2022 - Sep 2023 | Melbourne, Australia.

- Design all necessary graphic assets alongside senior graphic artist & props team in preparation for printing.
- Collaborate with the set design team to install all necessary artwork in production.
- Outsource suppliers for printing in various media for set installation.

Freelance Graphic Designer

CAPE DESIGN STUDIO | Sep 2022 - Sep 2023 | Worldwide.

- Design all necessary graphic assets alongside senior graphic artist & props team in preparation for printing.
- Collaborate with the set design team to install all necessary artwork in production.
- Outsource suppliers for printing in various media for set installation.

SOFTWARE



All Adobe Suite	<div><div></div></div>
Figma	<div><div></div></div>
Canva	<div><div></div></div>
SketchUp	<div><div></div></div>
MSFT Office	<div><div></div></div>
Creatopy	<div><div></div></div>

LANGUAGES

