



Gina Paola Riano

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www.ginapaoladesign.com

305-494-8226

Event Stylist & Designer

illustrator | photographer | web & graphic designer

Self-starting freelance Event Stylist/Designer experienced in marketing and print design as well as custom designs for parties and events. Providing event styling services that result in a continuous design throughout the event, from invitations and paper goods to installation of handcrafted decor and backdrops. Specializing in transforming spaces with unexpected materials and approaches to create one-of-a-kind moments and celebrations.

SKILLS

PRINT

- ▼ Brochures & Newsletters
- ▼ Logos & Business Cards
- ▼ Invitations & Stationary
- ▼ Posters & Postcards
- ▼ Typography & Layout

WEB

- ▼ Web Site Design
- ▼ HTML & CSS
- ▼ Social Media
- ▼ CMS (Wordpress)
- ▼ Video Editing

FINE ART

- ▼ Darkroom Photography
- ▼ Digital Photography
- ▼ Printmaking
- ▼ Textiles (sewing & construction)
- ▼ Illustration

PROGRAMS

PRINT

- ▼ Adobe Photoshop
- ▼ Adobe Indesign
- ▼ Adobe Illustrator
- ▼ Microsoft Office Suite

WEB

- ▼ Adobe Dreamweaver
- ▼ Adobe Premier
- ▼ Adobe Flash
- ▼ ActionScript 3.0 (read/basic scripting)

PROFESSIONAL EXPERIENCE

GINA PAOLA DESIGNS, Lawrenceville, New Jersey

August 2007 - Present

Freelance Graphic Designer/Event Stylist

Successfully translated and produced both hand rendered and computer generated artwork for marketing and promotional materials- including website and logo design for local organizations and campaigns. Created and executed designs for events for private and corporate clients.

KEY ACHIEVEMENTS

- Created backdrop of hand dyed paper flowers featured in styled shoot featured in both Hooray Magazine (Australia) and Ruffled Blog (wedding blog).

-Contributed (Paper Feather Backdrop & illustration) to Dapper Deco Hour Styled Shoot featured on 100 Layer Cake (wedding blog) and Buzzfeed.

- Lead designer for 1st Pepperologie Brunch hosted by Jessie Artigue of Style and Pepper.

- Freelance Event Stylist for Michelle Edgemont, Michelle Edgemont Designs & Michelle Bablo, Hell Yeah Studio.

THE CREATIVE CENTER, ARTS IN HEALTHCARE, New York, New York

September 2007 - February 2013

Artist-in-Residence, Bellevue Hospital

Designed and managed creative workshops in Oncology Clinic; lead weekly fine art and craft classes to facilitate the process of healing between patients, family and staff of classes up to 20.

KEY ACHIEVEMENTS

- Worked with over 300 patients and their families. Gained such success to secure additional funding for second dedicated artist to Bellevue from NYFA.

- Cited as an exemplary AIR. Trained out-of-state Artist-in-Residence looking to implement the program nationwide by hosting and having candidates shadowing on site as well as providing one-on-one consultation

EDUCATION

Web Design Certification

Mercer Community College
2012-Present

Bachelor of Fine Arts CUM LAUDE

Florida State University
2007

BA Creative Writing CUM LAUDE

Florida State University
2006