

GRACIELI

EXPERIENCE

Vermilion Art Direction Intern

(Jan 2025 - Feb 2025)

- Led a team of marketing and creative interns to execute high-impact campaigns and outreach initiatives
- Developed creative vision for the Vermilion subbrand to establish a distinct and compelling identity
- Oversaw creative direction of photo shoots and set designs

Vermilion Brand and Web Design Intern

(Nov2024 - Jan2025)

- Spearheaded the company's rebranding initiative to better align with changing mission values and client services
- Designed and built new website to improve usability and reinforce brand consistency
- Collaborated directly with the CEO to refine existing offerings & develop innovative native solutions
- Supported on-set film production

Pratt Student Union Media Designer/Ambassador

(Aug 2023 - Present)

- Developed social media brand identity to strengthen consistency and clarity in alignment with Student Union's values
- Designed social media posts to increase engagement
- Organized and set up events with a focus on boosting community engagement

Twig Short Film Art and Media Designer

(June 2023 - Apr 2024)

- Illustrated storyboards, translating narrative concepts into visual sequences to guide the film's production process.
- Conceptualized and designed the official film poster
- Collaborated with the director and production team to align visual elements with the film's artistic vision.

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gracieli.cargo.site

EDUCATION

Pratt Institute (Brooklyn, NY)

Expected Graduation 2026

B.F.A in Communication Design

Minors in UI/UX and Psychology

GPA: 3.96

SKILLS

Brand Strategy

Editorial/Publications Design

Art Direction

UI/UX & User Research

TOOLS

Figma

Adobe Creative Suite

Microsoft Suite

Cinema 4D

AWARDS

President's List (5x)

Awarded by Pratt Institute for academic accomplishment

Hackdemonium 2 Best UI/UX

Awarded out of 26 projects for aesthetic design and overall friendliness

Scholastic Art & Writing Awards Gold Medal, Gold Keys, Honorable Mentions

Awarded national gold medal (0.56%), 3 gold keys (4.8%), and 3 honorable mentions