

GINO NAVARRO

Experience



Senior Graphic Designer 9/2018-7/2023

Associate Graphic Designer 11/2015-9/2018

Catalyst Inc, New York, NY 11/2015-7/2023

- ↳ Designed invitations, programs, and activations for major event Catalyst Award to generate excitement, engagement, and memorable experiences
- ↳ Led design of emails and newsletters ensuring effective visuals, organized content, and clear messaging to encourage clicks and inspire action
- ↳ Crafted engaging social media graphics to promote and share Catalyst news, new research and data, and upcoming events, webinars, and workshops
- ↳ Collaborated with cross-functional team on designing and updating marketing collateral to increase supporter acquisition and sponsorships
- ↳ Developed concise and visually appealing infographics to make complex research and data quick and easy to understand
- ↳ Implemented standardized templates for research reports, workbooks, and white papers to simplify document creation and ensure uniformity
- ↳ Produced and edited videos supplementing online courses for microlearning series to increase engagement and improve information retention
- ↳ Coordinated with CEO and senior leadership team to deliver cohesive presentation decks for quarterly board of director meetings
- ↳ Supervised temporary and freelance designers, guided them through projects, and acted as a resource on any work-related questions
- ↳ Spearheaded NYC office's "Presidents' Wall" installation, mocking up designs, researching photo and decal printers, and supervising installers

Freelance Graphic Designer 4/2015-8/2021

Lotame Inc, New York, NY 10/2016-8/2021

- ↳ Applied brand new templates to a number of case studies, fact sheets, user guides, and white papers to revitalize content
- Urban Justice Center, New York, NY 5/2015-5/2017
- ↳ Volunteered design services and produced invitations and signage for Pride and fundraising events to provide legal aid to homeless LGBTQ+ youths
- Spartan Race UK, Boston, MA 4/2015-6/2015
- ↳ Generated various web banners, print ads, posters, and flyers promoting race events to increase brand awareness, ticket sales, and attendance

Senior Merchandiser 10/2013-12/2014

Associate Merchandiser 5/2010-10/2013

Quidsi Inc, Jersey City, NJ 5/2010-12/2014

- ↳ Led merchandising of maternity, nursing, and children's clothing and shoes categories for Diapers.com and Look.com
- ↳ Worked closely with UX, design, photo, editorial, and marketing teams to ensure engaging customer experience and plan marketing campaigns
- ↳ Played an integral role on launch team for Look.com, a children's clothing and shoes website

Education



Photography, BFA 9/2005-5/2009

New Jersey City University, Jersey City, NJ

Profile



I'm a graphic designer specializing in brand and marketing design. I have over 8 years of experience designing visual identities and marketing collateral in digital, print, and web formats.

📍 San Diego, CA

Contact



📞 +1 (201) 952-1911

✉ hello@ginonavarro.com

🌐 ginonavarro.com

📄 linkedin.com/in/ginonavarro

Skills



🔗 Design Tools

Adobe Illustrator	80%
Adobe InDesign	80%
Adobe Photoshop	60%
Figma	40%
Canva	80%

📁 Other Tools

Microsoft PowerPoint	80%
Microsoft Word	80%
Asana	60%
WordPress	40%
HTML/CSS	60%

🧠 Personal

Creativity	80%
Project Management	80%
Collaboration	80%
Problem Solving	80%
Communication	80%

Certifications



SEO Foundations

LinkedIn Learning, 5/2023

Adobe After Effects

American Graphics Institute, 2/2019

Graphic Design Fundamentals

Noble Desktop, 7/2017

HTML Emails

Noble Desktop, 10/2016

Adobe Photoshop

Noble Desktop, 5/2014

