

Cecilia Bissoli

GRAPHIC DESIGNER

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PROFESSIONAL EXPERIENCE

Freelance Designer, Chicago (May 2013 to present)

Assist several companies in the US and South America with branding and re-branding, marketing collateral, infographics, and digital design. Frequently manage concurrent projects and tight deadlines.

Senior Designer at Res Publica Group, Chicago (Nov 2017 to May 2020)

Worked on brand development, creative advertising, print materials, video editing and web design for a variety of clients. Clients included The Blackhawks, Hard Rock Casino Rockford, CTA, RTA, Cook County Health, CountyCare, McHugh, and Empower Illinois. Supervised freelancers on branding and marketing campaigns to make sure creative was on brand and delivered on time.

Designer at Fyusion, San Francisco (Jul 2014 to Jun 2017)

Developed new visual identity for the application Fyuse; supported team on the new UI design; designed the website for the application; helped to translate code strings to Portuguese and Spanish, and created marketing plan to enter Brazilian market.

Marketing Coordinator at Fyusion, San Francisco/ Chicago (May 2015 to Jun 2017)

Accepted additional responsibilities as Marketing Coordinator; became responsible for building, managing, and analyzing Fyusion campaigns across multiple channels; worked across different departments to produce on-brand visuals and content, planned social media campaigns and strategies across all social platforms.

Junior Designer at Moving Brands, San Francisco (Jul 2013 to Jul 2014)

Assisted with the preparation of digital presentations and pitch documents; created materials for creative workshops with clients; performed visual research; supported designers in day-to-day projects and designed concepts for several branding projects.

Publishing Assistant at Polis Institute, Sao Paulo (Nov 2007 to Aug 2009)

Helped to manage and oversee the publications department; sales planning and management; text edition and revision; publications design, and resources negotiation and management.

ADDITIONAL EXPERIENCE

Design Consultant at Women Tech Founders and Ryan Banks Academy, Chicago (Mar 2017-to present)

Advisory Board Member at Ryan Banks Academy, Chicago (Jun 2017-to present)

Volunteer at American Institute of Graphic Arts (AIGA), Chicago/San Francisco (Mar 2015 to present)

User Interface & User Experience at UC Berkeley, San Francisco (Mar-May 2015)

Runner-up at Creative Quarterly Magazine Award, Issue 33 (Apr 2014)

EDUCATION

Academy of Art University, San Francisco. MFA,

Graphic Design 2009-2013

Escola de Comunica ao e Artes at USP, Sao Paulo. BFA,

Publishing 2004-2008

Faculdade de Turismo e Hotelaria SENAC, Sao Paulo. BA,

Hotel Management 2000-2003

RELEVANT SKILLS

Proficiency on MAC and PC Platforms, Adobe Creative Suite, Sketch, Google Suite, iWork Suite and Microsoft Office. Experience on Social Media channels and Public Relations.

LANGUAGES

Fluent in English, Spanish and Portuguese.