

Gabriella Tarantonio

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About me

I am designer and marketer in one. I have a background in communications but a foreground in everything design, multimedia and campaigning. Discovering my love of design through publication, I have been lucky to curate and exhibit my art. I seek out new challenges and if I can't find them, I set them myself.

Skills

Software

- Microsoft 360 - PowerPoint, Word and Excel.
- Procreate - illustration and animation
- Website builders e.g Cargo and Wix
- Articulate 360 - Storyline and Rise
- Adobe - InDesign, Illustrator and After Effects
- Planning and organisational skills
- Collaborative working
- Communication skills
- Copy writing
- Project management
- Luxury brand experience
- Time management with multiple deadlines
- Active listener

Self Devised Projects

'19' Solo exhibition - May 2023

- Curating an exhibition for my collection of work. This included printing, campaigning and planning the space.

Breaking bread - June 2022

- Open call exhibition, selected to show a piece of work created inspired by 'slow living'.

Education

BA Fashion Communication and Promotion - Nottingham Trent University - First Class

UAL Art and Design Foundation Diploma - Birmingham Metropolitan College - Distinction

Alevels - St Peter's Collegiate School - in Electronics, Textiles and Computer Science

Experience

Learning Content Designer (2023- Present)

Co-op Design Studio

- Served as the expert on brand identity, ensuring alignment with brand strategy within my team.
- Project management in multiple workstreams, maintaining clear communication and relationships among internal and external stakeholders.
- Creating design systems in line with accessibility and brand guides for maximum engagement with learners through in-depth consumer research.

Freelance Designer (2022 - 2023)

- Developed and presented marketing assets and strategic presentations to clients, ensuring alignment with brand objectives and client expectations.
- Led on brand experiences and service standards across all touch points, enhancing brand value and customer engagement.

Website/Content Manager (2020-2022)

Raw Print

- Website development, social media content creation and upkeep on all social platforms.
- Designing and building a platform for the brand, including publication and digital design. Independently managed content creation, e-commerce operations, and copywriting, ensuring high-quality and engaging material.

Aesop consultant (2021-2022)

Selfridges

- Tailored customer experience and in-depth understanding of client's needs.
- Creating branded communications for the store, praised by head office.