

gracelle mesina

EXPERIENCE + VISUAL DESIGN

work

SELF-EMPLOYED

Aug 2010 - Present | *Graphic + Web Designer, Brand Consultant*

Clients contact me to collaborate with them to help connect their companies and share their stories with their target audiences through designing meaningful visual assets, and crafting effective identities and brand strategies.

Have worked with – GradusOne, New Avenue Capital, Active Ingredient, University of BC, TransLink, ApplyBC.ca, Simon Fraser University

GO2GETHER.CA

Jun 2013 - Apr 2014 | *UX/UI Designer*

It was my mission to understand our users and their driving behaviours to provide an effective and delightful service to help them make carpools. Through constant iteration in varying fidelities with the UI, experience and visual design, we crafted a product that thousands of people are using each day.

***Additional details + experience on [linkedin.com/in/gracellemesina](https://www.linkedin.com/in/gracellemesina)*

education

SIMON FRASER UNIVERSITY

Sep 2009 - Aug 2014 | *Bachelor of Arts (with distinction in Design)*

Major in Interactive Arts + Technology
Dean's Honour Roll

ITALIADESIGN FIELD SCHOOL

Jan 2014 - Aug 2014 | *Asst. Director, Interviewer, Researcher*

Researched for the first 4 months
Interviewed 16 designers, architects + creative-thinkers
Travelled to 6 cities in Italy for 2 months
Worked and filmed with a team of 13
Take a look at our work – 2014.sfuitaliadesign.com

SEMESTER OF INNOVATION: SFU MOBILE

May 2012 - Aug 2012 | *Interaction Designer*

Collaborated with business students + computer science students
Designed an education mobile app (high-fidelity prototype)

volunteer

TOUCHPOINT DESIGN CONFERENCE

Jan 2014 - Feb 2014 | *Event Organizer*
Oct 2014 - Feb 2015 | *Graphic Designer*

SEATTLE SPATIAL DESIGN CHARETTE

Mar + Nov 2013, Mar + Nov 2014 | *Mentor*

THE EXECUTIVE MAGAZINE

Jan 2013 - Aug 2013 | *Graphic Designer*

THE SOCIAL MEDIA NETWORK

May 2012 - Dec 2013 | *Creative Director*

skills

graphic design (print + digital)
visual communication
experience design (ux)
brand + identity development
wireframing + prototyping
user research
empathizing
ideation + content creation
illustration + fine arts
video editing
social media strategy
adding personality + pizzazz

contact

gracellemesina@gmail.com
+1 778 883 1017

website gracellemesina.com
linkedin .com/in/gracellemesina
twitter @gracelle
skype gracellem

leisure

crocheting, snowboarding, music festivals,
board games, travelling, Adventure Time,
dancing like Beyoncé