Giovanna Marie Bruno

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PROFESSIONAL SUMMARY

Multidisciplinary designer specializing in graphic design, branding, and digital production, with experience in UX/UI and visual communication. Skilled in developing visual identities, creating branded assets, and producing digital and print content. Combines creative problem-solving, brand strategy, and attention to detail to deliver cohesive design solutions.

EDUCATION

Northeastern University — Boston, MA
Bachelor of Science, Computer Science and Design | GPA: 3.5/4.0 | May 2026

SKILLS

Brand Development & Graphic Design: Visual Identity, Brand Strategy, Typography, Layout Design, Visual Communication, Brand Guidelines, Packaging Design, Competitor & Audience Research
Digital & Production Design: Digital Asset Optimization, Email & Social Media Production, Web Graphics, Creative Proofing & Quality Assurance, Image Retouching & Color Correction, File Preparation, Version Control
UX/UI & Product Design: Wireframing, Prototyping, User Research, Usability Testing, User Flows, Responsive Design, Interaction Design, Accessibility
Professional Skills: Cross-Functional Collaboration, Project Coordination, Digital Production Workflows
Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Media Encoder), Figma, Canva, Wrike, SharePoint, Metricool, GitHub, Maya
Technical: HTML, JavaScript, Java, C++

WORK EXPERIENCE

Ann Taylor | *Junior Production Designer* | Aug 2026 – Oct 2026 | Manhattan, NY

- Partnered with Production, Brand, and Creative Development teams on digital and print projects, ensuring alignment with brand guidelines and project specifications.
- Prepared, optimized, and proofed digital assets for email, social media, and web, verifying typography, color accuracy, image resolution, and file specifications.
- Organized creative files, tracked revisions, and maintained version control across multiple projects using Wrike and SharePoint.

Connected888.org | *Marketing & Social Media Intern* | Jun 2025 – Nov 2025

- Designed user-centered digital content and UX/UI assets that strengthened brand storytelling and improved user engagement across platforms.
- Conducted audience research and competitive analysis to inform content strategy, ensuring messaging aligned with target user needs and brand positioning.
- Applied typography, layout systems, and visual hierarchy to create cohesive, accessible digital experiences consistent with brand guidelines.
- Created branded graphics and marketing assets using Adobe Creative Suite and Figma.

TJX | *Store Operations Graphic Design Co-op* | Jan 2025 – Jun 2025 | Framingham, MA

- Redesigned company-wide templates with cross-functional stakeholders, improving internal visual communication consistency across the organization.
- Created posters, infographics, and training materials to improve communication clarity and information retention among store teams.
- Designed a conference T-shirt graphic worn by 400+ employees, translating brand values into company culture.
- Balanced multiple concurrent projects in a fast-paced retail environment while meeting tight deadlines.

Wikolo | *Designer* | May 2020 – Aug 2022 | NY

- Led visual identity development, including logo, mascot, and website features, to establish the brand's digital presence.
- Conducted brand research and developed visual concepts aligned with the platform's target audience and market positioning.

FEATURED PROJECT

FizzJoy Brand Book — Branding & Brand Research Project

- Developed a full brand identity from discovery through delivery, using competitor analysis, audience research, and market positioning to inform all creative decisions.
- Designed a comprehensive visual system — logo, typography, color, packaging, merchandise, and product prototypes — documented in a professional brand guidelines book.