



ALLEANNA BARRERA

VISUAL COMMUNICATOR

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EDUCATION

LASALLE COLLEGE VANCOUVER

Bachelor of Design in Graphic Design
2021

THE ART INSTITUTE OF VANCOUVER

Diploma in Graphic Design
2015

AWARDS

President's Honour Roll
2020-2021

Talent & Excellence Scholarship
LaSalle College Vancouver

EXHIBITIONS

RGD: DESIGNATHON 2020
Student Representative

SKILLS

Adobe Creative Suite
Social Media Coordinator
Photography & Videography
Video Editing
Figma
Hand Lettering
Ramen Connoisseur

WORK EXPERIENCE

VARIOUS COMPANIES

Contract Graphic Designer | 2018 - PRESENT

Collaborating with various companies such as Lovely Studio Branding Company and Forte Luxe Fashion Inc.

- Assisting in print production
- Image retouching
- Layout design

Created brand identities for various fitness entrepreneurs such as Schebek Training Systems and Ask Kay Nutrition Coaching.

- Curated their social media presence for their brand

Redesigned product packaging for First Choice Foods.

LASALLE COLLEGE VANCOUVER

Graphic Design Peer Tutor | 2021

Worked with students to help them become more effective learners in design, be more confident in their work and understand the realm of graphic design.

ARMY AND NAVY DEPT. STORES LTD.

Creative Services Manager | 2016-2019 **Jr. Graphic Designer | 2015-2016**

Managed the creative team

Collaborated with the purchasing team

Communicated directly with printers and print publication companies for campaign marketing

Introduced video reels for social media marketing

Increased unique views to pages, unique clicks, and conversion rate to purchase to the website

Increased Army & Navy's social media following and interaction and email subscriptions in Mailchimp

VOLUNTEER EXPERIENCE

LATINCOUVER

Graphic Designer | 2021

LASALLE COLLEGE VANCOUVER

Graphic Designer | 2020 - 2021