

Gianna Acquavella

Graphic Designer

Hopatcong, NJ | (862) 259-0251 | giannavella00@gmail.com | <https://www.linkedin.com/in/gianna-acquavella/> | <https://www.hippieinc.net/>

Professional Summary

Creative and results-driven graphic designer with expertise in digital, motion, and print design for e-commerce and marketing campaigns. Solo designer for a major brand, producing high-volume assets and managing other designers. Skilled in Adobe Creative Suite, motion graphics, and Figma with experience in brand launches, template creation and landing pages. Strong project management and cross-functional collaboration skills.

Professional Experience

Graphic Designer | June 2023-Present | Hybrid TABACALERA USA - Whippany, NJ

- Sole designer for [Cigars.com](https://www.cigars.com) as well as supporting JR Cigar and AUSA to produce high-volume digital and print assets across multiple platforms such as working with our own brands Montecristo, Romeo y Julieta and H. Upmann
- Introducing motion graphics in email marketing setting a new creative standard across the team which increased engagement and generating \$7k+ in revenue per email for [cigars.com](https://www.cigars.com) as well as assisting emails for JR generating \$40k+ per email
- Design and execute layouts, website pages, banners, emails, social media content, sweepstakes campaigns, animations and print materials with brand consistency
- Produce on average 9-13 banners with multiple sizes, 10-15 emails, 20-200 skus uploads, media display ads, brand campaigns and color-corrected product images per week in a fast-paced e-commerce environment
- Collaborating directly with the cigar brands, UX/UI team and brand managers to develop and launch campaigns/ product releases
- Create scalable design templates for banners and emails to improve workflow efficiency and maintain brand consistency across companies
- Travel to industry events to gain firsthand customer insights and better align design strategy for target audience
- Manage and coordinate other designers ensuring assets are completed and uploaded to the correct platforms on schedule

Architectural Lighting Designer | April 2023 – June 2023 | In Person Castelli Design - Midtown, NY

- Designed invitations, presentations, technical diagrams, floor plans and visual layouts using Adobe Illustrator, Photoshop and InDesign to communicate lighting concepts and fixture placements
- Created lighting visuals and glow plans displaying fixture output, coverage and light distribution for client-facing presentations
- Produced lighting cuts, markups, and technical documents using Revit, Bluebeam and AGI to support the architects and engineering team
- Attended lunch-and-learn sessions with vendors to evaluate and propose lighting products for clients

Graphic Designer | December 2021 - April 2023 | Remote & In Person Freelance

- Designed YouTube thumbnails, social media templates, flyers, badges, learning modules and certificates for Notary Nerds University and Owner Financing University supporting brand consistency and audience engagement
- Collaborated in marketing and strategy meetings to discuss advertising initiatives, customer engagement, and long-term growth plans
- Created a variety of marketing collateral including restaurant menus, pricing sheets, and vinyl cutouts for both digital and print

Founder & Owner | April 2020 - August 2022 | Remote & In Person Hippie Inc.

- Founded and operated producing handmade art and upcycled sustainable apparel delivering one-of-a-kind designs from concept to final product
- Managed end-to-end business operations, including product design, marketing, sales, inventory management, packaging, shipping and bookkeeping
- Marketed and sold products through Facebook, Instagram, TikTok, and in-person markets, growing brand awareness and customer engagement
- Created and designed brand collateral including website, stickers, clothing tags, business cards and market display tables, establishing a strong and recognizable in-person and online presence

Graphic Designer, Videographer, and Executive Assistant | January 2021 – August 2021 | In Person
Black Inventors Hall Of Fame - Wharton, NJ

- Created movie posters, storyboards, and visual assets for a documentary project focused on the restoration of the Krueger-Scott Mansion in Newark, NJ
- Filmed B-roll footage of the historic building and conducted on-site interviews with people involved in the restoration process
- Supported film production through production meetings, discussions around logistics, planning and execution
- Assisted with grant writing and editing, helping secure funding and support for the project
- Worked on both the creative and operational aspects of the documentary production from start to finish

Skills

Leadership Qualities: Empathy, Decision-Making Capabilities, Accountability, Transparency Creativity and Innovation, Emotional Intelligence, Delegation and Empowerment

Design: Branding and Design Consistency, Templates, Website Pages, Banners, Emails, Motion Graphics, Digital Photography, Silkscreen

Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, LightRoom, Premier), Figma, WordPress (WP Engine), Framer, HTML, CSS

AI & Emerging Tools: Generative AI in design workflow (ChatGPT, Figma AI)

Project Management: Cross-Functional Collaboration, Aligning Design with Business Objectives, Creative Project Management, End-To-end project collaboration, Deadline-Driven Delivery, Task Prioritization

Education

Bachelor of Fine Arts (Graphic Design & Interactive Design Concentration), Interactive Media Minor, Monmouth University