Bibiana Berardi

Graphic Designer

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WORK EXPERIENCE

Crummer Graduate School of Business at Rollins College — **Orlando, FL**
Graphic Designer — *August 2025 - Present*

- Brand guidelines development, brochures, print ads, billboards, wireframes, mailers, and digital banners.
- Photo retouching and manipulation.
- Responsible for carrying out diverse campaign assets across multiple channels while ensuring brand consistency.
- Create emails and social post graphics.
- Manage multiple projects at once and meet deadlines.

Nearly Natural — **Remote**
Freelance Graphic Designer — *June 2021 - July 2025*

- Responsible for carrying out diverse campaign assets across multiple channels while ensuring brand consistency.
- Photo editing and manipulation.
- Create emails and social post graphics.
- Manage multiple projects at once and meet deadlines.

WMX — **Miami, FL**
Senior Graphic Designer — *October 2015 - July 2021*

- Supported the development of brand and campaign concepts.
- Brand guidelines development, brochures, print ads, billboards, wireframes, mailers, and digital banners.
- Photo retouching and manipulation.
- Develop and produce engaging presentation slides, RFPs, and mockups.
- Working knowledge of HTML5 / CSS
- Manage multiple projects at once and meet deadlines.
- Key clients included Resorts World, Enterprise Rent-A-Car, Karisma Hotel Resorts, Woodspring Suites, and The Children's Cancer Caring Center.

EDUCATION

Ai Miami International University of Art & Design — **Miami, FL**
Graphic Design — July 2011 - March 2015

- BFA Graphic Design

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Figma
- Canva
- Microsoft Powerpoint
- Microsoft Word
- Keynote
- Teams
- Asana
- Basecamp
- Trello
- Slack
- Claude AI
- Google Gemini