







# ILANNA CANALE

GRAPHIC DESIGNER + HAND LETTERING ARTIST



-  Voorhees, NJ
-  609.980.7220
-  canaleilanna@gmail.com
-  ilannacanale.com
-  graceandstem
-  graceandstem

## PROFILE

Highly motivated designer + lettering artist who is dedicated to giving clients a visual voice through clean, cohesive designs

## EDUCATION

Bachelor of Arts  
Graphic Design  
Rider University  
Lawrenceville, NJ  
2013-2017

## PROFICIENCIES

Typography  
Layout  
Color  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Microsoft Word  
Microsoft PowerPoint  
WordPress  
Hand Lettering  
Instagram  
Twitter  
Facebook

## EXPERIENCE

### Princeton University

Freelance Graphic Designer | Princeton, NJ | September 2018-Present

- Work for departments such as Center for Information Technology Policy (CITP), Princeton Entrepreneurship Council (PEC) and Andlinger Center for Energy and the Environment (ACEE)
- Design web graphics for various pages of CITP website
- Format and update CITP webpages, ensuring information accuracy
- Create two page reunion event handout for PEU
- Assist in layout and design of ACEE's 2018 Annual Report publication
- Refresh ACEE's Fall 2018 conferences' posters, invitations, programs, placeholder slides and webpages
- Ensure branding consistency for both CITP's and ACEE's website

### Absolute Designers

Junior Designer | Collingswood, NJ | November 2018-Present

- Draft and design political logos, mailers and advertisements
- Produce 48 page local elementary school yearbook
- Design political ball invitation and format ball program
- Create business card templates for clients
- Maintain client websites to keep them up-to-date
- Develop tradeshow pop-up banner
- Edit and crop professional photography
- Manage SEO keywords on client websites

### Hope United Methodist Church

Freelance Graphic Designer | Voorhees, NJ | August 2015 - Present

- Create web designs to advertise bible study materials
- Develop t-shirt designs for summer mission trips
- Produce mission trip book cover and matching PowerPoint presentation
- Design logos to depict four core strategies of Hope

### Whole Foods Market

Store Graphic Artist | Marlton, NJ | August 2017 - July 2018

- Designed and illustrated Marlton's first-ever store logo
- Created postcard to advertise region's partnership with Make-A-Wish and increase holiday meal orders
- Planned and led Lettering Workshop which raised over \$300 for our Whole Planet Foundation
- Produced signage for store promos to increase sales
- Awarded Team Member of the Month in December '17
- Position eliminated company wide in July 2018