








# ILANNA CANALE

GRAPHIC DESIGNER + HAND LETTERING ARTIST

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

## PROFILE

Highly motivated designer + lettering artist with five years experience who is dedicated to giving clients a visual voice through clean, cohesive designs. Loves trying new things + is committed to cultivating excellent working relationships

## EDUCATION

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

## PROFICIENCIES

Typography  
Layout  
Color  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Microsoft Office  
GSuite (Drive, Docs, Slides)  
Content Management Systems  
HTML  
CSS  
Social Media  
Hand Lettering, Illustration

## EXPERIENCE

### Absolute Designers

Junior Graphic Designer | Collingswood, NJ | November 2018-Present

- Handle all steps of project production
- Design various event flyers, invitations and programs
- Draft and design political logos, mailers and advertisements
- Maintain client websites/social media and refresh SEO keywords
- Develop tradeshow pop-up banners and web ads for multiple clients
- Produce 48 page local elementary school yearbook

### IC Design + Lettering

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

- Proficient in communication and coordination with clients
- Manage complete design production process for majority of projects
- Design large volume of collateral including: logos, flyers, banners, brochures, annual reports, publications, presentations, email marketing campaigns, web and social media graphics, invitations, signage
- Clients include: departments at Princeton University, Stuart Country Day School, National Multiple Sclerosis Society, Hope United Methodist Church, Center for FaithJustice
- Currently acting as interim Social Media Coordinator for Hope UM Church

### Princeton University, Center for Information Technology Policy (CITP)

Graphic Designer | Princeton, NJ | January 2019-April 2020

- Designed web graphics for multiple pages on website
- Worked with CMS to create/update webpages and enhance user-experience
- Ensured website is accurate and branded properly
- Redesigned CITP weekly email newsletter, create and send each week
- Designed presentations, brochures, flyers and MS Word/Google Doc templates to be used both externally and internally

### Princeton University, Andlinger Center for Energy + the Environment (ACEE)

Visual Communication Support | Princeton, NJ | September 2018-January 2019

- Assisted in layout and design of ACEE's 2018 Annual Report publication
- Refreshed ACEE's Fall 2018 conferences' posters, invitations, programs, presentations and webpages
- Ensured brand consistency for ACEE's website
- Worked Fall 2018 events whenever needed

### Whole Foods Market

Store Graphic Designer | 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
- Planned/led Lettering Workshop, raised \$300+ for Whole Planet Foundation
- Produced signage for store promos to increase sales
- Position eliminated company wide in July 2018