

FABIANA ANTONIOLI CARRASQUERO

Graphic Design | Visual Communication

 Caracas, Venezuela

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Specialized in branding and visual communication with over 13 years of experience creating logos, visual identities, brand systems, collateral, social media content, editorial publications, and infographics across print and digital media. I have worked both independently and in collaboration with agencies and multidisciplinary teams, contributing to projects for startups, companies, and NGOs across a range of industries worldwide.

EXPERIENCE

► FREELANCE GRAPHIC DESIGNER

Remote | Jan 2013 - present

- Developed complete visual identity systems, including logos, brand guidelines, and graphic systems tailored to each client's goals and communication needs.
- Designed editorial publications for both print and digital formats, including books, magazines, annual reports, catalogs, presentations, and marketing collateral.
- Created infographics and data visualization assets that transformed complex information into clear, accessible, and visually engaging content.
- Designed social media content, digital campaign assets, and promotional materials aligned with each brand's communication and positioning objectives.
- Produced a wide range of print materials, including packaging, labels, and corporate collateral.
- Managed projects from initial research and concept development through creative execution, production, and final delivery.
- Collaborated with creative agencies, corporate teams, and cross-functional professionals to develop visual solutions that addressed the communication needs of clients across diverse industries.
- Independently managed up to 13 concurrent projects, coordinating priorities, timelines, and deliverables to ensure consistent results and long-term client relationships.

► DIGITAL OPERATIONS ASSISTANT & GRAPHIC DESIGNER

DERM COLLECTIVE

Remote | Jan 2026 - present

- Managed, organized, and maintained content collections for ShopMy and YouTube, ensuring consistency, accuracy, and ongoing updates across digital resources.
- Collaborated with editors and content teams to improve workflows for publishing, organizing, and categorizing content across multiple platforms.
- Developed and adapted visual assets to support digital content initiatives, enhance user experience, and maintain brand consistency across platforms.

► JUNIOR GRAPHIC DESIGNER

ANALITICOM - Digital Agency

Caracas, Venezuela | May 2011 - Dec 2012

- Designed graphic assets, templates, and visual resources for social media digital campaigns, strengthening the identity and online presence of multiple brands.
- Collaborated with cross-functional teams, including project managers, account managers, art directors, and developers, in the creation and implementation of visual solutions aligned with each client's communication and marketing objectives, ensuring a consistent and cohesive brand experience across all touchpoints.

EDUCATION

► GRAPHIC DESIGN AND VISUAL COMMUNICATION

PRODISEÑO - Escuela de Comunicación
Visual y Diseño
Caracas | 2012

LANGUAGES

SPANISH: Native | ENGLISH: Advanced

SKILLS

- | | |
|--------------------------------|-----------------------|
| - Branding and Visual Identity | - Adobe Photoshop, |
| - Logos and Brand Systems | Illustrator, InDesign |
| - Editorial Design | - Google Workspace |
| - Infographics | - Slack |
| - Social Media | - Notion |
| - Visual Communication | |
| - Print and Digital Materials | |