

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

- Design of complete visual identities, including logos, graphic systems, and brand guidelines.
- Creation of editorial materials for print and digital formats, including books, magazines, reports, catalogs, and brochures.
- Development of infographics and data visualizations to communicate complex information clearly and effectively.
- Design of social media content, digital campaigns, and promotional materials.
- Production of printed materials such as packaging, labels, invitations, and corporate communications.
- End-to-end project management, from research and concept development through final delivery.
- Experience working simultaneously with multiple clients and independently managing project timelines.

► DIGITAL OPERATIONS ASSISTANT & GRAPHIC DESIGNER

DERM COLLECTIVE

Remote | Jan 2026 - present

- Manage, organize, and maintain content sections for ShopMy and YouTube.
- Support operational workflows related to publishing, organizing, and optimizing digital content.
- Assist in the development of visual assets and design resources.

► JUNIOR GRAPHIC DESIGNER

ANALITICOM - Social Media Strategic Management
Caracas, Venezuela | May 2011 - Dec 2012

- Design of visual content for social media campaigns.
- Creation of posts, banners, and templates for different brands.
- Development of visual concepts for digital campaigns and viral activations.
- Collaboration with content teams to ensure visual and narrative consistency across brands.

EDUCATION

► GRAPHIC DESIGNER & VISUAL COMMUNICATOR

PRODISEÑO - Escuela de
Comunicación Visual y Diseño
Caracas, Venezuela | 2008 - 2012

LANGUAGES

SPANISH: Native

ENGLISH: Advanced

SKILLS

- Branding and Visual Identity
- Logos and Brand Systems
- Editorial Design
- Infographics
- Social Media
- Visual Communication
- Print and Digital Materials

- Adobe Photoshop, Illustrator, InDesign
- Microsoft Word, PowerPoint
- Google Workspace
- Slack
- Notion

- Creativity
- Attention to Detail
- Critical Thinking
- Organization
- Time Management
- Adaptability