



# KATHERINE GILENO

MOTION GRAPHIC DESIGNER

## CONTACT

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## EDUCATION

### DIGITAL MEDIA ARTS

Seneca College of Applied Arts and Technology

## EXPERTISE

- Adobe After effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Keynote
- Knowledge of 3D
- Figma

## PROFILE

Hey, I'm Kat G!

I create visual experiences with impactful designs to help grow brands! With 15 years in Motion Graphics and my experience in Graphic Design and Brand Building, it's not just a job—it's my passion. I'm fully committed to my work and thrive on getting clients excited about breathing life into their brands.

## WORK EXPERIENCE

### MOTION DESIGNER / GRAPHIC DESIGNER

FREELANCE | 2009 - Present

- Design, storyboard, and animate various types of videos, including social ads, infographics, video/audio editing, Lottie files for websites and more
- Produce content for the Food Blog on TikTok and Instagram (@iam.chef.kat)
- Develop brand identities from conceptualization to execution, including logo design, color schemes, fonts, elements, and brand guidelines.
- Design personalized Instagram templates in line with brand guidelines
- Create captivating brand visuals through design, encompassing social ads, stationery, print materials, illustrations, and more.

### LEAD DESIGNER

BITBUY | JUNE 2022 - AUGUST 2023

- Design, animate and edit content for WonderFi, Coinberry, and Bitbuy.
- Conceptualize, design, storyboard, and animate motion graphics for social ads, social posts, and television.
- Craft and edit engaging video content for TikTok and Instagram
- Handle landing page design, asset creation, and minor web development using Webflow.
- Manage diverse design tasks, including brand building, stationery, merchandise, booths, and more
- Develop templates for social media and presentation decks to facilitate easy team editing.

### LEAD MOTION DESIGNER

ABACUS | 2017 - 2021

- Strategize, design, animate, and edit video content for mobile-first Social Ads
- Develop Design Systems, including Sales Funnel optimization, for enhanced efficiency and consistency, as well as blueprints for scalability and testing
- Brainstorm with team members to formulate optimal strategies
- Create, edit, resize, and convert content for multi-platform delivery

## SKILLS

- Motion Design
- Graphic Design
- Brand Building
- Illustrations
- Multi-tasker
- Quick turn-around
- Problem-solving
- Self-Motivated
- Ambitious
- Organized
- Flexible work schedule

## INTEREST



TRAVEL



COOKING



MOVIES



MEDITATION



FITNESS



DRAWING

## EXPERIENCE CONTINUED

### MOTION DESIGNER

ICON MEDIA | 2015 - 2018

- Develop digital signage ads and events for prominent brands such as Shopper's Drug Mart, Holt Renfrew, Lord & Taylor, Clear Channel, Samsung, and Lindt.
- Brainstorm with team members to devise effective strategies for digital signage solutions.
- Create, edit, resize, and convert content for seamless delivery across multiple platforms.

### MOTION DESIGNER

BARNET.TV MEDIA AGENCY | 2011 - 2014

- Develop digital signage ads tailored for social bars and restaurants
- Create motion graphic videos for special events
- Design and animate 3D logos
- Craft graphic ads and flyers

## AWARDS

### GOLD

#### 2021 - Hermes Creative Awards

Motion Designer: Abacus

Client: Pizza Pizza LTD

Check the video out here:

<https://vimeo.com/541777438>

### GOLD & PLATINUM

#### 2020 - Hermes Creative Awards

Motion Designer: Abacus

Client: Blissed Cannabis

<https://enter.hermesawards.com/entry/blissed-cannabis/>

### PLATINUM

#### 2015 - Design:Retail Magazine's Winning Window Award

Multimedia Designer: Icon Media

Client: Lord & Taylor for Holiday Window Display