

Katherine Gileno

MOTION & VIDEO EDITING | BRANDING | GRAPHIC DESIGN

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Hey, I'm Kat G! I create visual experiences with impactful designs to help grow brands! With 15 years in creating **video content** for various platforms and my experience in **Graphic Design** and **Brand Building**, it's not just a job—it's my passion.

- Adobe After Effects
- Adobe Creative Suite
- Keynote / Powerpoint
- Figma
- Experience with 3D
- Experience with Final Cut Pro

WORK EXPERIENCE

Freelance

KATHERINE GILENO DESIGN & MOTION EXPERT

Motion Graphics and Video Editing End-to-end video creation for social media, TV, events, and websites (Lottie), including effects, video tracking, sound design, and seamless integration with graphics or live footage.

Brand Identity Fluid branding with logos, color schemes, typography, and brand guidelines that resonate with target audiences. Combining graphics, photography, and strategic design to create emotional connections.

Graphic Design: Print and digital assets, from Social Media and Google Ads to packaging and web design. Skilled in creating cohesive visuals for digital and traditional platforms.

Art Direction Vision and strategy for polished, purpose-driven designs across ad campaigns, branding, social media, award shows, and special events, taking projects from concept to execution.

WINGSTOP CANADA CONTENT CREATOR & GRAPHIC DESIGNER

Motion Graphics + Video Editing End-to-end social media content, including video editing with dynamic transitions and sound design, combined with urban-style motion graphics, kinetic typography, and 3D logo animation.

Content Creation & Video Editing: Film and edit engaging social content using iPhone 14+ for Instagram and TikTok for viral trends, as well as repurposed raw footage to craft high-performing reels.

Print & Digital Design Designed a variety of materials, including stationery, menu boards, and other branded assets.

SORSO WELLNESS WATER ART DIRECTOR & MOTION DESIGNER

Motion Graphics + Video Editing Concept to creation social and Google ads, maximizing engagement and conversion rates. Expertise in video editing with dynamic transitions, sound design, and visually compelling storytelling.

Print & Digital Design Designed diverse materials, including packaging, product designs, stationary and branded assets.

Art Direction Advised on color schemes for product systems and providing feedback on shoots, social posts, and videos.

CMA AWARDS ART DIRECTOR & MOTION DESIGNER

Motion & Design Conceptualized, storyboarded, and executed dynamic motion graphics, including screen content, stage visuals, logo designs, and promotional materials. Delivered high-quality visuals that aligned with the event's branding and enhanced the audience experience from concept to completion.

Art Direction Collaborated with the team to develop cohesive visual strategies, ensuring seamless integration across all design elements. Provided creative direction on overall visual identity to elevate the event's presentation.

HALO ADVISORY GRAPHIC AND WEB DESIGNER

Print materials for magazine centerfolds and branded assets for conference events and designed a high-converting landing page to align with the brand's goals and messaging.

WORK EXPERIENCE

Full Time

BITBUY | 2022 - 2023 LEAD DESIGNER

Designed and animated material for Bitbuy, WonderFi, Coinberry, and Coinsquare.

Motion Graphics + Video Editing Conceptualize, storyboard, and animate captivating visuals for social media, television, infographics and web platforms. Edit and enhance videos for TikTok and Instagram Reels.

Web Design and Development Designed and developed webpages using Webflow, crafting graphics and assets to create visually appealing, user-friendly experiences.

Brand Identity Fluid branding, including logos, color scheme, typography, and guidelines that resonated with target audiences.

Graphic Design Wide range of designs for print, stationery, merchandise, and ad campaigns (Google and Instagram). Developed templates for Instagram and presentation decks for team collaboration and visual consistency.

Art Direction Reviewed and quality-checked design work from team members to ensure alignment with brand standards before distribution.

ABACUS (THE ACADEMY) | 2017 - 2021 LEAD MOTION DESIGNER

Motion Graphics + Video Editing Strategize, design, animate, and edit video content for social ads, maximizing engagement and conversion rates. Resized and adapted content for seamless delivery across platforms while maintaining brand consistency.

Design System Development Developed optimized sales funnel design systems for efficiency and scalability, creating blueprints for testing and long-term success.

Collaborative Brainstorming Partnered with team members to strategize and leverage collective expertise, driving creative and effective outcomes.

Motion Design Oversight Review and quality-check projects from the motion team, ensuring adherence to animation and brand standards.

ICON MEDIA | 2015 - 2017 MULTIMEDIA DESIGNER

Digital Signage Development Produce impactful digital signage ads and event visuals for renowned brands like Shoppers Drug Mart and Holt Renfrew, ensuring high-quality visual representation.

Multi-platform Content Adaptation Edit, resize, and adapt content for seamless integration across multiple OOH platforms to maximize audience engagement.

Strategic Signage Planning Collaborate with the team to devise creative and effective solutions for digital

AWARDS

GOLD

**2021 - Hermes
Creative Awards**

Motion Design: Abacus
Client: Pizza Pizza LTD

PLATINUM

**2021 - Hermes
Creative Awards**

Motion Design: Abacus
Client: The Recipe

GOLD & PLATINUM

**2020 - Hermes
Creative Awards**

Motion Design: Abacus
Client: Blissed Cannabis

PLATINUM

**2015 - Retail Magazine's
Window Award**

Motion Design: Icon Media
Client: Lord & Taylor for
Holiday Window Display

SKILLS

Motion Design | Video Editing | Graphic Design | Brand Building | Print & Packaging | Illustrations | Social Media

Multi-tasker | Quick turn-around | Problem-solving | Self-Motivated | Ambitious | Organized | Flexible work schedule

I'm here to give your brand the glow-up it truly deserves. Let's breathe life into your brand—contact me today!