

CHRISTOPHER MARANO

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📍 Chantilly, VA

EDUCATION

Virginia Tech

2016-2021

Graphic Design & Animation

Created a portfolio of work focused in graphic design, animation, 3D modeling, and videography.

Clubs: Relay for Life at Virginia Tech (Graphic Designer & Event Day Staff)

PROGRAMS

- Adobe Creative Suite
- Figma
- Autodesk Maya
- Unity
- JavaScript
- HTML
- Sketch
- Microsoft Office

SKILLS

- Graphic design
- UX/ UI Design
- Motion Graphics
- Videography
- 2D & 3D modeling
- Leadership
- Presentation Design

CERTIFICATION

Google UX Design Professional Certificate

WORK EXPERIENCE

Lead Graphic Designer & Videographer

VT PRISM Student Internship Ad Agency 2017-2021

- Created on-brand, graphic design and motion graphics-based content focused on social media platforms and print materials.
- Spearheaded the design process of a social media campaign that resulted in a 35% increase in interaction.
- Managed and trained 20 designers and videographers over six different accounts.
- Developed themes and graphics for marketing, and new client presentations for over 20 clients and investors.
- Produced multiple agency reels and two Virginia Tech graduation videos which resulted in three Telly awards.
- Created and managed multiple clients' Tic Tok pages which have accumulated over 270,000 likes.

FOH Manager

Lefty's Main Street Grille 2019-2021

- Coordinated with the management team in accomplishing record-breaking financial objectives.
- Supervised a diverse team of 20 lunch and dinner FOH staff which produced a 10% increase per customer review.
- Constructed customer outreach strategies by improving the social media presence with an outcome of a 30% increase in interaction.
- Executed an Instagram marketing campaign that led to a 25% increase in revenue from the year before.
- Guaranteed food quality and 100% customer satisfaction by auditing menu items and food service performance.

UX & Graphic Designer

Freelance 2021-Present

- Provided graphic design, user experience, and product management consulting for both startups and local clients.
- Created designs for marketing packages including social media and print materials.
- Better engineered the voice of clients' brands which improved social media interactions by an average of 15% increase.
- Conducted remote usability studies to observe user behavior and incorporated the feedback into my designs.
- Generated wireframes for both mobile apps and responsive web design in Figma.
- Negotiated with clients to gather and define requirements, establish scopes, and manage project deadlines.