

Fabiola Reina Design

SENIOR DESIGNER | BRAND STRATEGIST

Working remotely from Bali

info@fabiolareina.com

503-317-7655 mobile

12+ years of repeated success in increasing the value of brands through award winning strategic design and creative profitable marketing across many different medias. My expertise in brand development and meaningful brand experience through print and digital design, brand identity, packaging, environmental graphic design, social media, creative marketing, illustration, presentations, pitch decks, whitepapers, infographic, and more has brought many brands to life in a global scale.

Companies I have partnered with include: Consolidated Restaurants-The Metropolitan Grill, Diamond Foods, Emerald Nuts, Kettle Brand, Intercontinental Hotel Group, Microsoft, Windermere Real Estate, Fukuju Sake, Seattle Humane Society, Silk Therapeutics, Girvin, Siren Song Winery, and more.

Experience

Freelance Creative Director

Mar 2018 - Present

Sea Foam Media LLC.

Creative lead helping blockchain, STO, ICO, and AI technology companies make lasting impressions and secure initial investment through the development of impactful brand experiences and design content, with a focus on identity, whitepapers, pitch decks, presentations, and digital marketing efforts.

Graphic Designer and Digital Marketing Specialist

Mar 2018 - Present

HR Unlimited Inc.

Generates leads, traffic, and revenue while strengthening brand experience and increasing customer loyalty through strategic design, digital marketing, and creative content.

Creative Director

Jul 2017 - Present

Heliosphere Solutions

Developed eye-catching and impactful brand experiences, while building and managing a network of business relationships for lifetime partnerships.

Freelance Creative Director | Senior Designer |
Brand Strategist | Artist

Seattle, WA
Jan 2006 - Present

Fabiola Reina Design

Your dedicated creative partner who gives life to your ideas and brands. Provides awarding winning strategic design and creative services, with an emphasis on graphic design (digital & print), branding, creative marketing, social media and visual arts.

Senior Designer

Seattle, WA
Mar 2014 - Jul 2017

GIRVIN

Created, managed and executed design concepts for a variety of well known clients, with a focus on strategic branding and holistic design.

Broker Care Coordinator - Graphic Designer &
Marketing Creative

Seattle, WA
Sep 2012 - Mar 2014

Windermere Real Estate Wall Street

In-house branding and marketing specialist working with over 50 agents in print, web & social media to maximize customer lifetime value.

Freelance Graphic Designer

Seattle, WA
Oct 2012 - Present

Aquent

Freelance graphic designer at one of the largest creative and marketing agencies in the world.

Graphic Designer (contract with Microsoft and Staples))

Redmond, WA
May 2012 - Jul 2012

ImagiCorps

Created and developed 2D & 3D design concepts for a leading experiential design firm that specializes in increasing clients' brand awareness worldwide. Projects range from wall treatment for Microsoft Campus and environmental branding for Staples, to Point-of-Purchase displays for Xbox. Also designed marketing collateral for ImagiCorps, and assisted in copywriting in the marketing department.

Lead Graphic Designer

Seattle, WA
Oct 2010 - Jan 2014

Babette's Events

Maximized exposure and attendance by designing the identity, marketing materials, event banners and posters for events around Seattle, including the Wallingford Art Walk, Wallingford Summer Festival, and The Goddess Festival.

Graphic Designer | Visual Artist | Marketer |
Photographer

Seattle, WA
Nov 2010 - Dec 2013

Little One Books

Increased visitors traffic and improved exposure to the children's media company through the redesign and maintenance of their website, design of print materials, social media, promotional campaigns, brand development, creative/art direction & marketing. Responsibilities also included assisting with copywriting, proofreading and editing copy, as well as photographing their products to display online and creating children's art for home décor.

Graphic Designer

Seattle, WA
Oct 2010 - Nov 2012

Saturn Promo

Contributed to the growth of a start-up promotional products company, Saturn Promo, by designing their brochures, customer's branding & promotional products, as well as other graphic design services as needed, from concept to production.

Architecture Estimator & Graphic Designer

Seattle, WA
Nov 2008 - Oct 2009

Premier Sales NW

Developed cost information that's needed to make bids for large commercial construction projects nationwide by reviewing blueprints & specifications, analyzing materials needed, and doing take-offs. Also, worked as graphic designer for the company's email marketing, and assisted in administration as well as customer service.

Certifications

Breakthrough Logo Design & Branding Success

Print Production Fundamentals

Coding for Designers

HTML Essential Training

User Experience Fundamentals for Web Design

Foundations of UX: Content Strategy

Contact

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