



## 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

# KATHERINE GILENO

MOTION/GRAPHIC DESIGNER

## PROFILE

Hey, I'm Kat G!

I create visual experiences with impactful designs to help grow brands! With 15 years in creating compelling videos 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 / BRAND BUILDER

Katherine Gileno | 2009 - Present

**Motion Graphics and Video** Expertise in diverse video content from conception to completion, for social media, TV spots, infographics, website graphics, as well as special effects and video tracking techniques.

**Brand Identity** Aligning fluid branding by designing logos, color schemes, typography, and guidelines to evoke emotions to specific target audiences.

**Visual Design:** Developing a range of brand graphics, including social media, video content, print & packaging, illustrations, web design & development—cultivating a unified and memorable brand presence across all mediums.

**High-Profile Event Visual Direction & Development** Creative skills and strategic thinking to deliver exceptional visual content for prestigious events like the CMA Awards, exceeding client expectations.

### LEAD DESIGNER

BITBUY | JUNE 2022 - AUGUST 2023

**Branded Content Production** Designed and animated content for brands such as WonderFi, Coinberry, and Bitbuy, resonating with brand image and messaging.

**Brand Identity** Aligning fluid branding by designing logos, color schemes, typography, and guidelines to evoke emotions to specific target audiences.

**Motion Graphic Design** Conceptualize, storyboard, and animate captivating visuals for social media, television, infographics and web platforms.

**Social Media Content Creation:** Edit and enhance videos for platforms such as TikTok and Instagram, aiming to captivate audiences and foster interaction.

**Webflow-Based Web Design and Development** Designed graphics, crafted assets, and implemented coding using Webflow, resulting in visually appealing and user-friendly websites.

**Print Design** Wide-range of graphic design for print, stationary, and merch

**Template Design:** Developed Instagram and Keynote/PowerPoint templates, fostering team collaboration and visual consistency.

**Design Oversight** quality-checked design work from team members before distribution, ensuring compliance to brand standards.

## SKILLS

- Motion Design
- Video Editing
- Graphic Design
- Brand Building
- Print & Packaging
- Illustrations
- Multi-tasker
- Quick turn-around
- Problem-solving
- Self-Motivated
- Ambitious
- Organized

## INTEREST



TRAVEL



COOKING



MOVIES



MEDITATION



FITNESS



DRAWING

## EXPERIENCE CONTINUED

### LEAD MOTION DESIGNER

ABACUS | 2017 - 2021

**Social Video Content** Strategize, design, animate, and edit mobile-first video content tailored for social ads, maximizing engagement and conversion rates.

**Design System Development** Optimized sales funnels for efficiency and consistency, creating blueprints for scalability and testing to ensure long-term success

**Collaborative Brainstorming** Formulate optimal strategies with team members, leveraging collective expertise to drive successful outcomes

**Multi-platform Optimization** Create, edit, resize, and convert content for seamless delivery across multiple platforms, ensuring brand consistency

**Motion Design Oversight** Quality-checked projects from motion team members, ensuring animation and brand standards.

### MULTIMEDIA DESIGNER

ICON MEDIA | 2015 - 2018

**Digital Signage Development** Produced digital signage ads and events for renowned brands like Shopper's Drug Mart, Holt Renfrew, and others, ensuring impactful visual representation.

**Multi-platform Content Adaptation** Edited and adapted content seamlessly across platforms to maximize audience engagement

**Strategic Signage Planning** Collaborated with team to devise effective solutions for digital signage, enhancing brand visibility

### MOTION DESIGNER

BARNET.TV MEDIA AGENCY | 2011 - 2014

**Digital Signage Ads** Motion graphics tailored for social bars and restaurants, enhancing brand visibility and engagement in targeted environments.

**Motion Graphics for Events** Amplifying event experiences and audience engagement.

**3D Logo Design and Animation** Bringing brands to life with dynamic visuals

**Graphic Ads and Flyers Crafting** Delivering impactful promotional materials for various marketing campaigns.

## AWARDS

### GOLD

2021 - Hermes Creative Awards

Motion Designer: Abacus

Client: Pizza Pizza LTD

### GOLD & PLATINUM 2020 -

Hermes Creative Awards

Motion Designer: Abacus

Client: Blissed Cannabis

### PLATINUM

2021 - Hermes Creative Awards

Motion Designer: Abacus

Client: The Recipe

### PLATINUM 2015 - Design:Retail

Magazine's Winning Window Award

Multimedia Designer: Icon Media

Client: Lord & Taylor for Holiday

Window Display