

Caroline Rakip

MOTION + GRAPHIC DESIGN

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EXPERIENCE

Gupta Media

Associate Graphic Designer

October 2020 – February 2021

- Collaboration with design teammates on both short-term and long-term projects
- Motion and static production assets for Amazon Music OOH billboards: US, CA, UK
- HTML5 animated banner sets
- Pre-rolls: English/Spanish, multiple formats and retailers
- Festival announcement video: formatted for large-screens and social media
- Concepts and production for Disney's Spotify Hub – Australia
- Presentation deck design
- Concepts for lyric videos
- Communication with clients

Select Clients

Disney
Walt Disney Records
Sony Music
Amazon Music
Amazon Prime/Student/Advertising
Fender
Country Thunder Music Festival
Universal Music Group

DipJar

Graphic Designer

November 2019 – April 2020

- Digital content for web, social media, blog posts, and advertising
- UX/UI concepts for applications to accompany company product
- Document redesigns for print and banners for expositions
- One-on-one customer communication for customization/branding stage of production for product orders
- Logo reformatting for the faceplate of product
- Product mock-ups

Boston Calling Music Festival

Social Media Promoter

January 2019 – June 2019

- Social media posts and stories
- Printed material hung + posted around Boston/greater Boston
- Festival details spread at local concerts

EDUCATION

Boston University College of Fine Arts

Bachelor of Fine Arts, Graphic Design
May 2019

LEADERSHIP

Boston University Equestrian Team

President

May 2017 – May 2019

- Communication among all coaches and captains to organize 7-10 competitions per year including Zone 1 Region 4 Finals hosted by Boston University
- Team practice and event scheduling
- Establishment of group communication among all executive board members
- Fundraising campaign development for BU's annual Giving Day
- Fourth place finish: IHSA Nationals (2018)

HONORS

Boston University

Equestrian Team

- 2018 Club Sports Team of the Year
- 2019 Captain of the Year Zone 1 R4

Academic

- Dean's List
- Dean's List with Special Distinction

CAPABILITIES

Motion Design
Branding: Identity/Implementation
Social Media Management
Web Design: UX/UI
HTML5 Ads
Video Production
Sound editing
Information Design
Digital/Analog Photography
Digital Printmaking
Gallery Installation
Welding

SOFTWARE SKILLS

Adobe Creative Suite
Cinema 4D
Final Cut Pro/X
HTML/CSS, Javascript
Microsoft 365