

## HI!

I'm **Karina**  
Graphic & Digital Designer  
Based in **Los Angeles**

## CONTACT

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**PORTFOLIO** [karinarubira.com](http://karinarubira.com)

## LANGUAGES

English, Portuguese & Spanish

## EXPERIENCE

2021-2022

**YAPI**  
(Software Company)  
**Graphic Designer**

Came up with new brand guidelines for marketing collaterals. Designed trade show materials for YAPI's event collaterals. Designed social media posts for Instagram, Facebook and LinkedIn. Edited and Animated video ads for company's marketing campaigns on Hubspot, Facebook and Google. Designed email materials such as headers and in-line banners. Designed blog post materials such as headers, social posts/stories and video ads. Managed social media calendar as well as social media analytics.  
*Los Angeles, CA.*

2017/current

**Freelancer**  
**Graphic Designer**

Designed online material, landing pages and social media posts for AMC Brasil/Latam, for the CCXP Worlds online event. Designed Lee Ritenour's new album release packaging, "Dreamcatcher". Designed logos, print/digital media assets and marketing collaterals for BottleKeeper. Created social media content for Natalia Paperini (Esthetician) on social media. Created the logo, brand identity and certain social media content for Dr. Stefanie Dutra (Orthodontist). Designed new catalog and did photo editing for Actor's Edge.  
*Los Angeles, CA.*

2016-2017

**Social Tailors**  
(Advertising Agency)  
**Jr. Graphic Designer**

Designed the social media material (FB and IG) for Sony Pictures BR and Konami Brasil/Latam. Helped creating the artistic layout for Sony Pictures Brasil Oscars 2017 and Comic Con 2017 (in collaboration with the Art Director).  
*São Paulo, Brazil.*

## SOFTWARE PROFICIENCY



## EDUCATION



2016/2017

**SAGA - School of Art, Game and Animation**  
**Graphic Design**  
*Sao Paulo, BR.*



2013/2016

**University Anhembi Morumbi**  
**Advertising and Marketing specializing in graphic designer**  
*Sao Paulo, BR.*



2010/2012

**Nahim Ahmad School**  
**High School and Technical in Advertising**  
*Guarulhos, SP.*

## INTERESTS

Print & Digital Design/ Social Media/ Branding /Corporate Identity /Logos/ Typography/ Photography /Photo Manipulation / Photo Editing/ Illustration /Video Editing/ After Effects/ Marketing/ Film /Music/ Learnin' new stuff