

# Nia Aguinalde

Creative Designer & Content Creator

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## Profile

Dynamic Content Creator and Creative Designer with 7 years of industry experience, including a pivotal role as Creative Lead at Canva. Specializes in digital content campaigns, social media design, and brand collateral.

## Employment History

### Creative Designer | Sole Proprietor, Caboochi Design Studio 2023 – Present

- Delivered tailored design solutions to a diverse range of clients. My expertise includes branding, social media design, and content creation across various industries.
  - Bannerbear (SaaS): Collaborated with Bannerbear to enhance their brand identity through the design of templates and blog thumbnails, enabling the automated generation of social media visuals and ecommerce banners via their API and integrations.
  - Jutsu World (Web3 TCG): Crafted compelling social media designs for Jutsu World, a web3-based trading card game, helping to establish a strong online presence within the gaming community.
  - Simply Finance: Partnered with Simply Finance, a boutique financial planning firm, to design impactful social media posts that resonate with their target audience and strengthen their brand's mission.

### UGC Creator | Kamilas4AM

July 2023 – June 2024

- Collaborated closely with high-profile brands such as Watsons, Dr. CRB, and Linen & Homes, crafting tailored content that resonated with each brand's unique audience and marketing objectives.
- Employed creative storytelling and visual aesthetics to develop compelling narratives, effectively showcasing product features and benefits while maintaining authentic brand representation.

### UI/UX Designer | PlayCash Finance

Oct 2022 – Jan 2023

- Played a key role in designing intuitive and visually appealing user interfaces for Playcash Finance's digital products, adhering to established brand guidelines and design principles.
- Worked closely with the development team to ensure the successful implementation of design solutions, providing clear design specifications throughout the development lifecycle.

### Project-based Creative Designer | Magnus Capital

Mar 2022 – Oct 2022

- Produce eye-catching pitch decks and social media designs for various clients in the blockchain space.

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## Creative Team Lead | Canva

Mar 2021 – Mar 2022

- Empowered diverse design squads, driving the creation of captivating interactive, animated, and dynamically responsive design campaigns for different design disciplines such as social media, video, and print.
- Fueled the growth of visionary art directors and fellow creative leads through dedicated mentorship and collaborative guidance.
- Pioneered transformative campaign concepts by leveraging insights from user behavior research and emerging trends.

## Senior Graphic Designer | YAP Media

Apr 2021 – Nov 2021

- Crafted compelling brand narratives and captivating social media collaterals that amplified the presence of acclaimed podcasters including Brit Morin, Kara Goldin, and Alex Carter.
- Conducted a Canva animation workshop for in-house designers.

## Art Director | Canva

Oct 2018 – Mar 2021

- Spearheaded cutting-edge video template campaigns, setting a new standard for visual excellence.
- Led the creation of engaging video and social media designs customized for different online spaces, captivating audiences on various platforms.

## Project-based Graphic Designer | Canva

Oct 2016 – Oct 2018

- Designed fresh, versatile, trendy templates for Canva's growing library.

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## Education

### University of Santo Tomas

Jun 2012 – Jul 2016

Bachelor of Fine Arts and Design Major in Advertising

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## Awards and Features

### Finalist AGDA Awards

Dec 2021

Visual Content for Canva – Category: Digital/Miscellaneous

### Eclectic Brains Digital Magazine

Jun 2020

Illustrating Stories Through Portraits

### Category Winner for Good Design Australia

2020

Canva Video – Category: Digital Interface