

Christian Neves Florit

✉ chris_florit@hotmail.com 📞 +1 437 999 1991 🏠 Toronto, ON - Canada @ www.christianflorit.com @ www.christwodesigns.com

PROFESSIONAL SUMMARY

With over twelve years of experience as a graphic designer across various markets, I specialize in designing and implementing strategies to create visually stunning designs that evoke emotion and drive action, consistently aligned with brand standards to achieve company goals.

EMPLOYMENT HISTORY

Royal Canadian Yacht Club, 2023-Present, Toronto, Canada

Mid-Level Graphic Designer | Brand Communication | Marketing

- Spearhead creation of digital and printed branded materials including Communication pieces, Posters, Digital Screens, Magazines, and Brochures within RCYC's Marketing department.
- Integrate existing Marketing Strategies with innovative proposals to enhance communication effectiveness with Members.
- Softwares: Photoshop, Illustrator, Lightroom, Premiere Pro, In-Design, Acrobat, Adobe Firefly, Word, PowerPoint and others.

Chris Two Designs, 2020-2023, Toronto, Canada

3D Artist | Graphic Designer | Concept Artist | Production Pipeline | Project Manager

- Conceptualized and produced diverse Digital Interactive 3D Products for utilization and distribution within Second Life platform as founder and designer of Chris Two Designs.
- Manage the entire project lifecycle from conceptualization to execution, including 3D modelling, texturing, collaboration with scripters, UX/UI, and packaging.
- Create video tutorials, conduct video editing, and oversee social media management.
- Achieve over 290k successful transactions, reflecting a commitment to innovation and quality within the virtual space.
- Softwares: 3D Blender, Substance 3D Painter, Photoshop, Lightroom, Illustrator, Premiere Pro, OBS, Procreate, and others.

Bell Canada, 2018-2022, Toronto, Canada

Mid-Level Graphic Designer | Training Designer | Internal Marketing | Communication

- Designed graphics for multiple end uses, including PPT, PDF, MP4, MP3, Word, and printed media.
- Produced video tutorials for software and hardware feature reviews and processes.
- Managed file systems and distributed internal communications company-wide to over 50k employees in English and French across various posting platforms.
- Softwares: Illustrator, Photoshop, Lightroom, Premiere Pro, Acrobat, PowerPoint, Excel, Word, and others.

Thrifty's Inc. - Bluenotes, 2018-2018, Toronto, Canada

Graphic Designer | Illustrator | Men's Apparel Designer

- Designed graphics, illustrations, collages, and logos for the men's apparel product lineup.
- Translated market research findings from in-store and online sources into design concepts.
- Conducted research on new trends to inform design decisions.
- Worked within the product pipeline to generate printing and proofing with spec sheets.
- Produced final product samples for team approval and production.
- Softwares: Illustrator, CorelDraw, Photoshop, Acrobat, PPT, Word, Excel, and others.

NowBuck Acessórios, 2011-2016, São Paulo, Brazil

Mid-Level Graphic Designer | Jr. Graphic Designer

- Oversaw the production pipeline from inception to completion, including written concept development and digital mockups featuring custom branding and identity.
- Managed the printing and proofing process using product templates and techniques such as silkscreen, sublimation, laser engraving, embossing, and embroidery.
- Conducted product photo shoots and handled retouching to ensure visual consistency and quality.
- Managed projects, files, and samples, ensuring smooth operations and deadline adherence.
- Conducted quality checks on samples to maintain product integrity and meet quality standards.
- Softwares: Photoshop, Illustrator, CorelDraw.

EDUCATION

2009-2013 Bachelor in Graphic Design

Centro Universitário Belas Artes de São Paulo (FEBASP)

2016-2017 Post Graduate Degree Teaching

Universidade Nove de Julho (UNINOVE)

2024-2024 Certificate in Digital Marketing Strategy

Harvard Business School Online

SKILLS

Communication, Creativity, Collaboration, Adaptability
Time Management, Problem-solving, Attention to Detail
Leadership, Flexibility, Customer Service.

Graphic Design, 3D Modeling, Project Management
Marketing Strategy, Digital Illustration, Video Editing
Social Media Management, Print Production, Market Research