

Day Toscano



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Education

Savannah College of Art and Design
(SCAD)
B.F.A. Graphic Design

California College of the Arts
Pre-College Program
3 Total Credit Hours
GPA: 3.850

Skills

The Adobe Design Suite
Set Design
Art Direction
Web Design
Procreate

Internships

IAN CHARMS

I worked as a remote intern from December 2020 to April 2021. I worked with the social media team to design visually unique content for Instagram stories and posts. I also worked on packaging, t-shirt designs, and marketing materials like stickers and thank you cards. I would create content four days a week while also creating merchandise designs with manufacturers that the brand used. The brand focused heavily on social media and utilized celebrity endorsements from celebrities like Dua Lipa, Pete Davidson, and Justin Bieber. I also worked on brand collaborations with For Love and Lemons, and Parade.

THE MAYFAIR GROUP LLC

I worked as a remote intern for their headquarters in Arizona from Sept. 20 - Dec. 6th, 2021. At this internship, I was the only Graphic Design intern on the team of 2 in-house Graphic Designers. The company also had two external clients, Sage the Label and Olive & Pique we would also freelance for. I would typically work two days a week, eight hours a day making 5-10 Instagram story posts as well as one in-feed post and UGC story content.

Work Experience

GRAPHIC DESIGN FREELANCE

I offer my design expertise in branding, social media, and merchandise design. I have worked with small businesses as well as independent artists, musicians, and large corporate brands.

(References: Models That Eat, Warner Bros Music Canada, Fleurie, Bright Side Consulting, Fuugly, and Royce & Rocket)

GRAPHIC DESIGNER / MANAGER OF STARLAND STRANGE

My work includes creating a cohesive brand identity and retail store. I design the store's branded merchandise like stickers, wholesale products, t-shirts, and packaging. I run our social media and create all the in-feed content we post. I am also in charge of our team of 5 employees. I handle scheduling, contacting the brands we carry in-store, event coordinating, marketing materials, and running our in-store Airbnb Experience. I have worked with the shop since opening in 2020, and as the shop has expanded I have taken on more responsibility in helping to co-run the store.

FETE

Fete is a cocktail infusion brand that specializes in organic craft cocktails you can make from home. I work directly alongside the owner, as the team is comprised of just her and I. During my time as the graphic designer for the company, I have created all of the branding, marketing materials, and packaging that we use for our products. The company has seven different unique flavors and we add a new one every four months. We have also extended our line to include cocktail rimmers, t-shirts, coasters, and stickers. On top of being the sole graphic designer, I also travel with the company on weekends to different makers markets around the country pitching and selling our products to consumers.

STARLAND SWAPS

I started Starland Swaps to create a way for people in Savannah to find new clothes that are second-hand without the need to buy from a store. I partnered with a local sustainable refillery to host a swap pop-up at different local businesses. I used my background in graphic design and marketing to create an Instagram, branding, and event flyer's to spread the word throughout Savannah. We now have over a thousand followers and are growing daily.