

# Day Toscano



DAYTOSCANO@ME.COM  
DAYTOSCANO.COM  
@DAYTOSCANO

## 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 for the brand from December 2020 to April 2021. I worked with the social media team creating Instagram stories as well as posts designing visually unique content. I also worked with the team on box packaging, t-shirt designs and marketing materials like stickers. I would typically create content 4 days a week while also creating merchandise designs with manufacturers the brand used. The brand focused heavily on social media with celebrity endorsements like Dua Lipa, Pete Davidson, and Justin Bieber to name a few. I also worked on brand collaborations with For Love and Lemons, and Parade.

### THE MAYFAIR GROUP LLC

I worked as a remote intern to 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 2 clients, Sage the Label, and Oliver and Pique we made social content for daily. I worked 2 days a week, 8 hours a day making social media content. I would create 5-10 story posts as well as 1 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 majority of the store's branded merchandise like stickers, wholesale, t-shirts, and packaging. I run our social media and create all the content we post. I am also in charge of our team of 5 employees. I handle scheduling, reaching out to brands to carry their products in the store, event coordinating, marketing materials, and running our in-store Airbnb Experience. I have been with the shop since opening in 2020, as the shop has grown and expanded I have taken on more responsibility in co-running the store.

### FETE

Fete is a cocktail infusion brand that specializes in organic and craft cocktails you can make from home. The team is very small so I work directly alongside the owner. I have created all of the branding, marketing materials, and packaging. The company has a total of 7 flavors and adds a new one every 3 months. We have also extended our line to include cocktail rimmers, t-shirts, coasters, and stickers. As well as being the sole designer I also travel 2/3 weekends out of every month to different makers markets around the United States selling the product to consumers.

### STARLAND SWAPS

I started hosting Swaps to create a way for everyone in Savannah to find new clothes that are second-hand without the need to buy from a store. I have 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. We host a swap at least once a month.