

gina lecca

Gina Lecca
Graphic Designer

ginalecca.com

hi I'm a graphic designer dedicated to finding effective design solutions. I utilize both digital and traditional art techniques but am most skilled with Adobe software and ink drawing. My favorite part of the design process is the collaboration aspect which allows for different perspectives to piece together an effective solution.

🌀 Experience

Retail Graphic Designer

Fossil Group, Inc, Richardson TX
April 2023 – November 2023

Designed with creative team to establish effective store signage and assets for the Fossil brand and Fossil collaborations. Worked on various deliverables such as watch tin designs, seasonal dials for Fossil smart watches, and many more.

Graphic Designer

Caliber Creative, Dallas TX
May 2022 – April 2023

Collaborated with creative team to execute brand strategies for a wide range of clients and helped the development of each project progress to the final design execution and deliverable.

Graphic Design Intern

Caliber Creative, Dallas TX
May 2021 – October 2021

Provided support for creative team and pitched designs for a wide range of projects while being mentored by the Creative Director.

— Education

University of North Texas

August 2018 – May 2022

Bachelor of Fine Arts in Communication Design
Concentration in Graphic Design
Minor in Art History
Honors College, Cumulative GPA 3.9

● Recognitions

DSVC Senior Portfolio - 2nd Place
UNT Outstanding Senior Portfolio
Graphis New Talent Awards
ADDY Bronze & Silver Awards

○ Skills

Adobe Create Suite:

Illustrator, Photoshop, InDesign, XD

Mac OS, Microsoft Office, Publication,
Illustration, Typography, Branding