

TINO VHERIWA

Communications | Marketing | Graphic Design | UX/UI Design

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Miami, FL

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SUMMARY

- Dynamic and creative professional with a background in furniture manufacturing and retail family businesses, enabling a keen eye for design, innovation, and a profound understanding of customer-centric solutions.
- Cultivated exceptional problem-solving, communication, discipline, adaptability, and collaboration skills through extensive experience in sports and entrepreneurship, fostering versatility and fostering teamwork in fast-paced environments.
- Leveraged entrepreneurial ventures to acquire versatile expertise in data analysis, graphic design, social media marketing and management, and UX/UI, seamlessly blending aesthetic sensibility with strategic thinking to deliver impactful and compelling experiences.

EXPERIENCE

Branding & Communications Intern

SAP

07/2023 Miami

- Visually design business content and information through infographics, charts and illustrations.
- Create UI mockups.
- Animated videos and GIFs for thought leadership and social media content.
- Research design trends, and industry best practices.
- Develop interactive presentations following SAP corporate design principles.
- Ideating new content strategies and ways to track and scale content metrics.

Marketing Specialist

Segal Trials

04/2021 - 01/2022 Miami

- Identified and secured 500+ leads through various strategies and channels, leveraging market research, online platforms, and networking opportunities, contributing to a 20% growth in overall lead pool and a 30% increase in lead conversion rates.
- Managed CRM systems to manage, attain, and track lead information, ensuring accurate and up-to-date lead databases for streamlined lead nurturing and daily follow-up processes.
- Streamlined marketing project management skills to oversee and lead high-profile campaigns for industry-leading companies, including Johnson & Johnson, Pfizer, Roche, and AbbVie.
- Led a dynamic team of 3 people, promoting seamless collaboration with cross-functional departments to efficiently capture at least 30 leads a day, and realizing a 10% increase from previous years.
- Spearheaded impactful patient recruitment campaigns, employing innovative strategies to drive engagement and achieve outstanding outcomes through the implementation of SEO optimization, email marketing, Google Ads, paid and organic social media, outreach events, and direct mail.

EDUCATION

Master's in Global Strategic Communications

Florida International University

08/2022 - 05/2024

- Visual Design: Color Codes, Typography, Sketching, Grids, Video Production, Product Design, Sound Effects.
- Campaign Design: User Research, Critical Thinking, Innovation in Media, Advertising Briefs.

Bachelor of Communication Arts in Organizational Communication

Florida International University

04/2016 - 12/2020

CERTIFICATIONS

Google UX Design

2023 - Present

- Design Process:** empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs
- UX Research:** planning research studies, interviewing and usability studies, and synthesizing research results
- UX Concepts:** 3 user-centered designs, accessibility, and equity-focused design

SKILLS

Creative Skills

Illustrator Indesign Photoshop

XD Premiere Pro Final Cut Pro

Canva Figma Blender 3D

Logic Pro X ProTools

Professional Skills

Microsoft Office Asana Monday

Tableau Mural