

KARINA DE SANTIAGO

Karina De Santiago | *Communication Designer*

Los Angeles County, CA | **Email:** krdesigner@gmail.com | **Phone:** Available upon request.

View portfolio: karinadesantiago.com

Summary

Passionate graphic designer with over three years of experience in graphic design roles. Re-entering the workforce after taking time off post-graduation to do occasional freelance work and gain the skills necessary to manage creative burnout. I'm looking for a role on a creative design team, eager to learn from my peers and be a reliable team member.

Education

California State University of Northridge

2021

Bachelor's Degree of Art in Communication Design

- Graduated with Honors
- Dean's List

Santa Barbara City College

2018

Associates Degree of Art / Multimedia Art and Technology

- President's Honor Roll

Work Experience

Freelance / Sabbatical

2022 - PRESENT

Communication Designer

- Used creative strategy and intentional design to help brands build their brand identity
- Alongside their brand identity, created brand guidelines and brand kits for clients to easily find and use their assets for future designs
- Learned the nuances between different types of icons (solid, linear, duotone) and created three versions of my own vector based icon set for easy use
- Created brand assets for Twitch streamers, including streaming overlays, coding chatbots, and social media graphics. Managed their data in Notion.

Communication Designer & Project Manager

- Pitched and implemented designed graphics for a number of clients, both external and internal (within CSUN) using creative strategy
- Led and managed teams to implement high quality designs, including social media graphics, website design, and print media
- Coordinated with clients to ensure their brand and message was being communicated clearly and that all goals were met
- Updated client sites using CMS software as well as minor coding that required HTML/CSS knowledge
- Mentored younger coworkers in design and typography and learned new techniques from more experienced professionals

CSUN's Office of Institutional Research

SEPT 2020 - JAN 2021

Communication Designer

- Worked within the existing CSUN brand guidelines and their expanded color palette to create a new brand identity for the Office of Institutional Research
- Re-branded their existing logo
- Created a slide deck for the Head of the department's presentations.
- Created reports that included engaging data visualization and digital illustrations
- Learned to use new software (MailChimp) for email marketing
- Updated their site using CMS software as well as minor coding.

Skills

- Adobe Software
- Visual / Communication Design
- Creative & Intentional Design
- Branding & Brand Identity
- Design Systems
- Logo Design
- Vector Illustration
- Data Visualization
- Web Design
- HTML / CSS Knowledge (minor editing)
- Wireframing
- Client Management
- Google Suite