

Kezia Jiranek

kezajiranek@gmail.com | keyaji.art | www.linkedin.com/in/keyaji | (650) 201 - 4748

Junior Graphic Designer & Illustrator with a strong focus on marketing and UX/UI design. Experienced in team management through leadership roles in club activities, complemented by hands-on design experience at the MLK Library. Proficient in visual and structural game design, having worked on Scroll the Pain Away and supported game projects through the Game Development Club. Aiming to apply my expertise in visual communication to help a dynamic company drive innovation and achieve its growth objectives.

Education

San Jose State University

BFA Graphic Design | 2025

- Relevant Coursework: Advanced Graphic Design, Packaging Design, UI Design 1&2

Foothill College

A.A. Graphic & Interactive Design | 2022

- Honors - With Highest Distinction
- Relevant Coursework: Digital Marketing

Work Experience

Marketing & Visual Communications Assistant

MLK Library | Dec 2024 - August 2025

- Designed engaging social media content, including captions and graphics, for Instagram, Twitter, and LinkedIn.
- Developed promotional materials such as posters and flyers to support library events.
- Facilitated team meetings and coordinated project tasks to ensure timely completion.
- Increased follower amount by 50% in a five month period.

Producer Meoware Defenders | August 2024 - August 2025

- Coordinated a team of five, facilitating meetings to track progress on weekly tasks, deliverables, and sprint goals.
- Managed project timelines, ensuring milestones were met while adapting schedules as needed.
- Acted as a liaison between teams to maintain clear communication and workflow efficiency.
- Assisted with conducting user interviews and coordinating user testing.

Visual Artist Scroll the Pain Away | Jan 2023 - June 2024

- Led the visual direction for the game, developing concept art and finalized designs for environments, objects, and UI.
- Created cohesive visual assets that aligned with the game's style and narrative. Led the visual direction for the game, developing concept art and finalized designs for backgrounds, item assets, and UI design.

Logo Design Freelance | Aug 2021

- Developed the brand identity and logo designs for a small wood-burning business.
- Produced conceptual sketches and finalized vector designs tailored to client needs.
- Collaborated closely with the client to ensure the logo was versatile for various applications.

Projects

Sh*t Storm | Freelance | Feb 2023 - May 2023

- Coordinated a team of five, facilitating meetings to track progress on weekly tasks, deliverables, and sprint goals.
- Worked closely with the game designer to organize tasks and ensure the project completed their milestones.

Repairapy | Freelance | Sep 2022 - Dec 2022

- Coordinated a team of five, facilitating meetings to track progress on weekly tasks, deliverables, and sprint goals.
- Worked closely with the game designer to organize tasks and ensure the project completed their milestones.

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Competitor Analysis · Design Strategy

Software

Illustrator · Photoshop · InDesign · After Effects · Figma · HTML5 · CSS · Fusion 360 · Webflow · Hootsuite · Canva

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Brochure Design · Web Design · Stylesheets & Guidelines

Other Skills

Illustration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · Project Management · Project Sprints

Interests

Powerlifting · Bass Guitar · Archery · Sound Design · Costume Design

Activities

Vice President

SJSU Game Development Club | June 2024 - June 2025

Graphic Design Lead

SJSU Game Development Club | June 2023 - June 2024

Vice President

SJSU Game Development Club | June 2024 - June 2025