ALINA DELCID

alinadelcid.github.io
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Education

Towson University. Towson, MD
B.F.A Graphic Design | Graduating December 2024

Coursera. Online
Google User Experience Design Certificate | January 2023

Montgomery College. Rockville, MD
A.A.S Graphic Design | May 2022

Experience

Junior Interactive Designer (Contract). NBCUniversal
September 2024 – Present | New York, NY | Worked Remote

- Created both in-house and sponsored rich media campaigns for web, mobile and TV screens of NBCUniversal-owned stations and Telemundo stations
- Executed Engagement and Pause Ads on the Peacock streaming platform, ensuring brand consistency for national and international clients
- Collaborated with Creative, Marketing, and Production Teams to develop rich digital campaigns to meet the needs of advertising partners

Bilingual Interactive Design Intern. NBCUniversal
August 2023 – August 2024 | New York, NY | Worked Remote

- Designed, developed and animated interactive digital layouts using Adobe Creative Cloud, programming software, and brand guidelines
- Created and presented a PowerPoint presentation following NBCUniversal's brand guidelines to educate cross-functional teams on new advertising trends
- Assisted in the redesign of NBC Spot On's website through UI layouts in XD

Freelance

Web Developer's Website Redesign. Web UI Design Project
April 2021 | Worked Remote

- Redesigned client's website interface, improving visual appeal, organization, and user experience to align with their professional web development goals
- Utilized Figma for wireframing, prototyping, and design, ensuring a streamlined design process and easy handoff for the website's development
- Engaged in a collaborative design process with the client, producing a digital moodboard and iterating on designs to align with their vision and values

Skills

Design: Interface Design, Interaction Design, Visual Design, Web Design, Graphic Design, Branding, Design Systems, Illustration, Typography, UX/UI

Software: Adobe InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Dreamweaver, XD, Figma, Sketch, Procreate

Languages: Basic HTML, CSS, JavaScript, JQuery

Awards

Merritt Family Scholarship. Towson University, 2023

Dean's List. Towson University, 2021 – 2024

Camille and Clifford Kendall Endowed Scholarship. Montgomery College, 2021