



<https://alinadelcid.github.io/>
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Education

Towson University

B.F.A Graphic Design

Towson, MD

Graduating December 2024

Coursera

Google User Experience Design Certificate

Online

January 2023

Montgomery College

A.A.S Graphic Design

Rockville, MD

May 2022

Experience

Bilingual Interactive Design Intern, NBCUniversal

August 2023 – Present. Remote.

- Created interactive digital concepts of campaigns for web, mobile and TV screens of NBCUniversal-owned stations and Telemundo stations
- Designed, developed and animated digital layouts using Adobe Creative Cloud, programming software, and brand guidelines
- Collaborated with Marketing and Production Teams to develop rich digital campaigns to meet the needs of advertising partners

Projects

Non-Profit Brand Redesign, Brand Identity Project

April 2024.

- Conducted brand research with five stakeholders to gather insights and ensure the new brand direction resonated with target audience
- Established visual-design guidelines to develop a cohesive brand identity that aligned with the organization's values and goals
- Delivered a redesigned responsive website, logo, and print collateral to enhance the organization's brand reputation, engagement, and growth

MOCO Recycle, Product Design Project

January 2024.

- Analyzed user research data from 84 survey participants to empathize with target users, define project goals, and brainstorm ideas
- Prototyped an app that adhered to web-content accessibility standards for color contrast and typography, ensuring an inclusive user experience

Skills

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

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

Languages: Basic HTML, CSS, JavaScript, Fluent Spanish