



# ALINA DEL CID

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## Education

**Towson University.** Towson, MD  
BFA Graphic Design | December 2024

**Coursera.** Online  
Google User Experience Design Certificate | January 2023

**Montgomery College.** Rockville, MD  
AAS Graphic Design | May 2022

## Experience

**Junior Interactive Designer (Contract).** NBCUniversal  
September 2024 – December 2024 | New York, NY | 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 | 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 | 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:** 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