



alinadelcid.github.io
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Education

Towson University

B.F.A Graphic Design, GPA: 4.0

Towson, MD
Graduating December 2024

Coursera

Google User Experience Design Certificate

Online
January 2023

Montgomery College

A.A.S Graphic Design, GPA: 4.0

Rockville, MD
May 2022

Experience

Bilingual Interactive Design Intern, NBCUniversal

September 2023 – Present. Remote.

- Create interactive digital concepts of campaigns for web, mobile and tv screens of NBCUniversal-owned stations and Telemundo stations
- Design, develop and animate digital content using adobe software and programming software
- Collaborate with Sales, Creative and Production Teams to develop rich digital campaigns to meet the needs of advertising partners

Projects

MOCO Recycle, Independent Project

January 2024.

- Organized end-to-end schedule and process for a design sprint
- Analyzed user research data from 84 survey participants to empathize with target users, formulate problem statements, create a persona, create a user journey map, and inform the entire design process
- Generated ideas under a short period of time through rapid-sketching, brainstorming and an affinity diagram

Revival, Independent Project

August 2023.

- Directed usability testing with 11 participants to discover pain points in product usability and refine information architecture
- Established visual-design guidelines that met web-content accessibility standards for color contrast

Skills

Design: Interface Design, Interaction Design, Visual Design, Animation, Motion Graphics, Design Systems, Illustration, Conceptualizing

Product: UX/UI, User Research, Wireframing, Prototyping, Usability Studies, Competitive Audits, Responsive Design, Web/App Design

Languages: Basic HTML, CSS, JavaScript, Fluent Spanish

Software

Figma, Adobe XD, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Premiere Pro, Adobe After Effects,