

NINA BRICENO

Graphic Designer and Motion Artist

✉ ninabriceno1998@gmail.com | ☎ (863) 368-3528 | 🌐 www.ninabriceno.com

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with over 3 years of experience in broadcast media, marketing, and digital design. Proven ability to execute compelling visual assets under tight deadlines, ensure brand consistency across platforms, and manage multimedia projects from concept to execution. Highly proficient in Adobe Creative Suite and other industry-standard design tools, with a strong foundation in communication and marketing strategies.

PROFESSIONAL EXPERIENCE

Graphic Designer

Hearst Television – Orlando, FL | Jun 2022 – Mar 2024

- Designed on-air graphic elements, maps, and branding for over 30 news stations across the U.S. in adherence with brand guidelines.
- Ensured accurate, visually engaging content delivery under high-pressure newsroom deadlines.
- Conducted routine audits of the graphics database to maintain information accuracy and relevancy.
- Collaborated with producers and designers to streamline workflows and improve visual communication.

Assignment Editor

Hearst Television – Orlando, FL | Mar 2024 – Present

- Acted as communication liaison between designers and producers across multiple stations.
- Maintained brand integrity by safeguarding both corporate and affiliate visual standards.
- Oversaw up-to-date graphic asset management, ensuring timely delivery of broadcast visuals.

Marketing Manager

Group Win Cleaners – Haines City, FL | Nov 2021 – Apr 2022

- Managed Airbnb property listings and guest communications, boosting online visibility and revenue.
- Developed Squarespace website content to improve user engagement and search visibility.
- Captured and edited high-quality images for digital campaigns and social media platforms.

Graphic Designer

Sterling Marketing Group – Orlando, FL / Jun 2021 – Nov 2021

- Designed custom promotional items including challenge coins and enamel pins using Adobe Illustrator and Photoshop.
- Partnered with sales to translate client visions into production-ready designs.
- Produced compelling marketing collateral for both print and digital distribution.
- Photographed and edited product images for social media marketing initiatives.

EDUCATION

Bachelor of Fine Arts in Mass Media

Valdosta State University / Aug 2018 – May 2021

Associate of Arts in Communications

South Georgia State College / Aug 2016 – May 2018

TECHNICAL SKILLS

Design & Editing: Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition, Procreate

Broadcast & Graphics: Vizrt

Digital Tools: Canva, Figma, Squarespace

Languages: Fluent in Spanish (spoken and written)