



# MIKAILA WEAVER

## experience designer

hello@mikai.la  
201 919 2351  
mikai.la

## Education

### VCU BRANDCENTER

MS, BUSINESS/BRANDING, 2016 (expected)

Specialization: Experience Design/Creative Technology

### AMERICAN UNIVERSITY

BA, FOREIGN LANG. AND COMM. MEDIA, 2012

Specialization: Spanish/Visual Media, Spanish Translation Certificate

GPA: 3.949, University Honors Program, summa cum laude

## SKILLS

Product/Service Design  
Interior Design  
Research/Strategy  
Information Architecture  
User Flows  
Wireframing  
Rapid Prototyping  
Design Testing  
Muay Thai Head Kicks

## TOOLS

Adobe Creative Suite  
Sketch, Axure, Omnigraffle  
Principle, Pixate, Invision  
HTML + CSS, CMS  
Filmmaking, FCP 7, X  
Cinema 4D  
Keynote

## AWARDS

Boyko Scholarship, 2015-2016  
WONGDOODY Women in Advertising  
Scholarship, 2015  
Brandcenter Scholarship, 2014-2015

## Experience

### VML

#### CREATIVE INTERN, VISUAL DESIGN

NEW YORK, NY, JUNE 2015 - AUG. 2015

I conceived and designed digital assets for Prego, Hillshire Farms, Campbell's Chunky, Xerox, Legoland Florida, and Shiseido.

### SMARTBRIEF

#### SENIOR ASSOCIATE, ACCOUNT AND ADVERTISING OPS.

WASHINGTON, DC, JUNE 2012 - JULY 2014

I supervised accounts in the Energy, Aerospace, Technology, Hospitality and Construction industries and managed relationships with 180+ partner trade associations to fulfill advertising insertion orders and contractual agreements.

### COMCAST SPORTSNET

#### PRODUCTION INTERN

BETHESDA, MD, MAY 2011 - AUG. 2011

I time-coded, logged and cut footage for sports highlight reels. I also wrote teleprompter scripts and assisted cameramen on field shoots.