

# Kimberly Gail Losenara

Visual Designer • Lettering Artist • Former Navy Brat

kmbrlygl.github.io • klosenara@gmail.com • 559-942-0253  
Sacramento, CA

## education

### Bloc (Designer Track)

Online | February 2018-present  
UX/UI design intensive and apprenticeship program

### Whitespace

San Francisco, CA | Nov-Dec 2016  
6-week product design course:  
“Ace the Design Challenge”

### University of California, Davis

Davis, CA | 2010-2014  
Bachelor of Arts in Design

### Narrative Environments and Exhibition Design (UCD Summer Abroad Program)

United Kingdom | 2014  
Immersion of graphic & environmental  
design through the exploration of  
York, Edinburgh and London

## skills + design chops

Branding and Identity  
Typography  
Lettering  
User Interface  
Prototyping  
Art Direction  
Photography (analog and digital)  
Accessible Design  
Basic HTML and CSS

## tools of the trade

Adobe Creative Suite  
– InDesign, Illustrator, Photoshop  
Microsoft Office  
– Word, Excel, PowerPoint  
Sketch  
Marvel, InVision  
VSCode

## languages

English – native/fluent  
Tagalog – conversational  
French – proficient

## relevant work experience

### Designer ..... 2011–present

Be Wilder Creative (2017); kmbrlygl studio (2011-2016) | Northern CA

- Co-founded an all-women freelance design studio for small businesses and organizations, designing brand identities and websites.

Select  
clients/  
projects:

**Please More Self Care (PMS) Crate** - Web design and product prototype developed at Hacking for Humanity

- PMS Crate is a crate service that combines self-care and philanthropy (2017)

**Reach 1600 Foundation** - a non-profit SAT & College Prep Program - Logo design and marketing materials (2015-present)

**North Ambition Collective** - Holiday Card Lettering Workshop (2015)

### Graphic Designer ..... 08/2015–12/2017

Transcend Translations | Davis, CA

- Designed print materials in plain language style, which focuses on accessibility and readability for the public. I worked in various right-to-left and left-to-right languages, such as Chinese, Spanish, as well as Arabic and Farsi.
- Formatted translated text into a layout for print or web, determining proper Unicode fonts to use and arrangement of text for best legibility.
- Maintained and updated company website with HTML and CSS.

### Lead Graphic Designer ..... 10/2013–07/2015

Previously: Sales Assistant (2013), Design Assistant (2014)

OneBellaCasa, LLC | Benicia, CA

- Developed the layout, organization, and overall look and feel of quarterly product catalogs.
- Created hand lettered artwork for throw pillows, tote bags, wall decor, shower curtains and duvet covers based on current design trends.
- Assisted in direction of product and lifestyle photo shoots.
- Prepared artwork files in the correct size and printing specifications for textile products.
- Produced sales collateral such as end-cap mockups and eye-catching sales sheets for buyers.
- Maintained and updated a database of over 25,000 SKUs in Excel.

### Graphic Design Intern ..... 08-10/2013

Sacramento Press | Sacramento, CA

- Crafted various web and print projects from conception to completion. Projects include web banners, advertisements and fliers for local businesses such as Hoppy Brewing Company, Rune Inc., Bows & Arrows, Little Relics, Dawson's Palmaz Winery