

# Kimberly Gail Losenara

Visual Designer • Aspiring Handletterer • Former Navy Brat

I strive to be part of something greater than myself, where I can cultivate, iterate and discover thoughtful design solutions in collaboration with great minds.

Sacramento, CA  
559-942-0253

## education

### University of California, Davis

Davis, CA | 2010-2014

Bachelor of Arts in Design  
(Visual Communications)

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

United Kingdom | 2014

Immersion of British graphic and environmental design through the exploration of three main cities: York, Edinburgh, and London.

## skills + design chops

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

## tools of the trade

Adobe Creative Suite (InDesign, Illustrator, Photoshop)  
Microsoft Office (Word, Excel, PowerPoint)  
Marvel, InVision  
Atom

## languages

English – native/fluent  
Tagalog – conversational  
French – proficient

## relevant work experience

Graphic Designer ..... 08/2015–present

### Transcend Translations

- Designing print materials in plain language style, which focuses on accessibility and readability for the public. I work in many languages, such as Chinese, Spanish, Arabic, Japanese, Hindi, Khmer, Korean, Thai and Vietnamese.
- Formatting translated text into a layout for print or web. This involves determining proper Unicode fonts to use and arrangement of text for best legibility.
- Maintaining and updating company website with HTML and CSS.

Visual Designer ..... 2011–present

### Freelance

Selected clients and/or projects:

- **Reach 1600 Foundation** - a non-profit SAT & College Prep Program - Logo design and marketing materials (2015-present)
- **North Ambition Collective** - Holiday Card Making Workshop (2015)
- **MailSift App** - Identity and user interface - Winner of Best use of HP IDOL OnDemand at AngelHack Silicon Valley (2015)
- **UC Davis Chi Delta Theta** - Recruitment flyers, social media campaigns, and web design (2011-2014)

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

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

### OneBellaCasa, LLC

- Developed the layout, organization, and overall look and feel of quarterly product catalogs.
- Created handlettered 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 photoshoots.
- Prepared artwork files in the correct size and DPI specification for printing on textile products.
- Produced sales collateral such as endcap mock ups 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

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