

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.

Whitespace

San Francisco, CA | Nov-Dec 2016

6-week product design course: "Ace the Design Challenge"

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)

Sketch

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