Kimberly Gail Losenara

Visual Designer • Aspiring Lettering Artist • Former Navy Brat

kmbrlygl.github.io

I strive to be part of something greater than myself, where I can cultivate, iterate and discover engaging 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
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

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 various right to left and left to right languages, such as Chinese, Spanish, as well as Arabic and Farsi.
- Formatting translated text into a layout for print or web, 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 Sillicon 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 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 DPI specification for printing on textile products.
- Produced sales collateral such as end-cap 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