

Vickie Karina Pacheco

GRAPHIC DESIGNER & CREATIVE LEAD | BRAND, MOTION & CAMPAIGNS

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Motion and Graphic Designer, Mimecast

Lexington, MA | Nov 2022–Oct 2026

- Contributed to Mimecast's internal and external rebrand, partnering with an external agency to implement the new visual identity, directing and critiquing creative deliverables to ensure brand consistency and quality.
- Managed freelance designers and a social media strategist, providing creative direction and feedback to ensure deliverables aligned with brand guidelines, campaign objectives, and overall marketing strategy.
- Led the creative direction and end-to-end production of explainer videos, translating concepts into storyboards and polished animations while overseeing visual design, music, and sound effects to ensure a cohesive final product.
- Collaborated with global and field marketing teams to create event graphics, landing pages, and social media content that drove booth traffic, brand awareness, and engagement.
- Developed print and digital assets for global marketing campaigns, maintaining brand consistency across channels while leveraging AI tools in the creative process.

Associate Manager of Graphic Design, Duck Creek Technologies Boston, MA | Mar 2020–Nov 2022

- Supported the company rebrand by updating and developing marketing materials to align with the new visual identity and maintain brand consistency across channels.
- Oversaw a video editor and provided creative direction and feedback to ensure video content aligned with brand standards and marketing objectives.
- Designed and maintained marketing assets across digital and print channels, including website and blog graphics, whitepapers, eBooks, infographics, social media content, and presentation decks.
- Produced and recorded live events and webinars using Vimeo, Zoom, and Livestream Studio, creating on-air graphics and editing video replays.

Junior Graphics Designer, NBC Sports

Stamford, CT | Jan 2019–Feb 2020

- Developed event packages for Olympic Channel and NBCSN, including opens and transitions.
- Created animated visuals and templates for broadcast, enhancing viewer engagement.
- Contributed to the Tokyo 2020 project by designing logos and news IDs.
- Updated NFL graphic packages and designed lower third promos for various sports events.

Associate Designer, WGBH

Boston, MA | Jun 2017–Dec 2018

- Promoted PBS, Masterpiece, and WGBH brands through various digital and print materials such as postcards, DVD covers, and digital screens.
- Maintained the online Explore! guide using HTML and CSS in WordPress.

EDUCATION

Northeastern University | Boston, MA | 2012–2017 | BFA in Graphic Design, Concentration in Interaction Design

SOFTWARE

Adobe Creative Cloud, After Effects, Premiere Pro, Adobe Firefly, Figma, HTML/CSS

SKILLS

Brand Development, Graphic and Motion Design, Video Production, Storyboarding, Creative Direction, Campaign Design