

Vickie Karina Pacheco

GRAPHIC DESIGNER | WWW.VKPACHECO.COM

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EXPERIENCE

Mimecast | Lexington, MA | Graphic Designer | Nov 2022–Present

- Work with global and regional field marketing teams to create designs for events including landing pages, paid and organic social media, email headers/signatures, and print/digital booth graphics.
- Create print and digital assets for global marketing campaigns, including ABM ads.
- Contribute to the ongoing Mimecast internal and external rebrands.
- Design, storyboard, animate, and do sound design for explainer video animations on the Mimecast website.
- Edit video webinar replays.
- Storyboard HTML5 display ads and create GIFs for social media.
- Collaborate with teams in South Africa, APAC, and EMEA.

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

- Designed, produced, and maintained marketing assets including the corporate website and blog, digital and print advertising, print-ready collateral, inbound marketing materials (white papers, eBooks, infographics, etc.), social media graphics, and presentation decks.
- Produced and recorded live events and webinars using Vimeo, Zoom, and Livestream Studio.
- Created on-air graphics and edited video replays.

NBC Sports | Stamford, CT | Junior Graphics Designer | Jan 2019–Feb 2020

- Created Olympic Channel and NBCSN event packages for broadcast (opens, full-screens, lower-thirds, transitions, wipes).
- Created animated viz's, Google Earth animations, and viz templates for broadcast.
- Created assets for Tokyo 2020 including working on the Olympic Zone logo and Affiliate News IDs.
- Updated NFL graphic packages and silhouetted NHL player headshots.
- Designed lower third ticker promos for upcoming Tokyo 2020 events and other sports including NFL and NHL.

WGBH | Boston, MA | Associate Designer | Jun 2017–Jan 2019

- Promoted PBS, Masterpiece, and other WGBH brands through postcards, DVD covers, web banners, digital 3-screens, and other promotional material.
- Maintained the online digital *Explore!* guide on a monthly basis by updating the HTML and CSS in Wordpress and cropping images.

EDUCATION

Northeastern University | Boston, MA

BFA in Graphic Design | 2012–2017

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe Premiere Pro, HTML, CSS, Microsoft Office, Figma, Adobe Firefly, Monday.com, Smartsheets

CERTIFICATES

- Conduct UX Research and Test Early Concepts | Google | 2022
- Build Wireframes and Low-Fidelity Prototypes | Google | 2022
- Start the UX Design Process: Empathize, Define, and Ideate | Google | 2022
- Foundations of User Experience (UX) Design | Google | 2022