# Vickie Karina Pacheco

**SENIOR GRAPHIC & BRAND DESIGNER | MOTION & CAMPAIGNS**
WWW.VKPACHECO.COM | VICKIE.KARINA@GMAIL.COM

### 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