

Vickie Karina Pacheco

MOTION & GRAPHIC DESIGNER | WWW.VKPACHECO.COM

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EXPERIENCE

Motion and Graphic Designer, Mimecast

Lexington, MA | 2022–Present

Collaborate with global and field marketing teams to design engaging assets for events– including static and motion graphics to drive traffic to booths, as well as landing pages & social media posts to drive awareness and engagement. Develop print and digital materials for global marketing campaigns, enhancing brand visibility. Contribute to Mimecast's internal and external rebrand, ensuring consistency across platforms. Animate and edit explainer videos and webinar replays, improving audience engagement.

Graphic Design Manager, Duck Creek Technologies

Boston, MA | 2020–2022

Designed, produced, and maintained marketing assets including the corporate website and blog, digital and print advertising, print-ready collateral, inbound marketing materials (whitepapers, 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.

Junior Graphics Designer, NBC Sports

Stamford, CT | 2019–2020

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 | 2017–2019

Promoted PBS, Masterpiece, and WGBH brands through various digital and print materials such as postcards, DVD covers, and digital screens. Maintained and updated the online Explore! guide using HTML and CSS in WordPress. Cropped and optimized images for promotional content to enhance visual appeal.

ABOUT

Portfolio

www.vkpacheco.com

Education

Northeastern University
Boston, MA | 2012–2017
BFA in Graphic Design
with a concentration in
Interaction Design

Skills

Adobe Creative Cloud
Adobe AfterEffects
Adobe Premiere Pro
Figma
HTML & CSS
Microsoft Office
Adobe Firefly

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