

Vickie Karina Pacheco

GRAPHIC DESIGNER | WWW.VKPACHECO.COM

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EXPERIENCE

Mimecast, Graphic Designer

Lexington, MA | 2022–Present

Collaborate with global and field marketing teams to design engaging assets for events, including landing pages, booth graphics, and social. Develop print and digital materials for global marketing campaigns, enhancing brand visibility. Contribute to Mimecast's internal and external rebranding efforts, ensuring consistency across platforms. Create and edit explainer videos and webinar replays, improving audience engagement.

Duck Creek Technologies, Graphic Design Manager

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.

NBC Sports, Junior Graphics Designer

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.

WGBH, Associate Designer

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

Skills

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