

KARINA J DAVILA

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SKILLS & STRENGTHS

Adobe Suite
(Illustrator, Photoshop, InDesign)

Microsoft Office
(Word, Excel, Powerpoint)

Sketch

Flinto

Final Cut

Wordpress



Design Research

Communication Strategy

Human-Centered Design

Art Direction

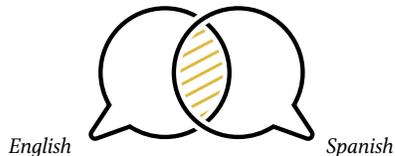
Typography

Branding

Social Media

LANGUAGES

Bilingual



RECENT PROJECTS

Hi, Tide, Spring 2016 – Spring 2017

Hi, Tide is an SMS service that allows residents in Rockaway, NY to easily report problems in their neighborhood, like trash or flooding, to 311 without the need to download an app. Created as part of mine and my partners' thesis project, we wanted to answer how coastal communities could adapt to their changing environments due to sea level rise, specifically "sunny day flooding." Our project allows residents to become more familiar with the issue of sea level rise and sunny day flooding by focusing on a problem that is close to them and they deal with everyday.

Fruit Saver, Spring 2016

Fruit Saver is a sensor and app system created to measure the freshness of fruits. Fruit Saver addresses the problem of food waste, specifically the confusion over shelf life of fruits. It does this by measuring the amount Ethylene gas present in your fruit. The sensor sends the data collected by sensor to a companion app where you can see your fruits freshness and expiration date based on the Ethylene levels. You can also set a reminder date so that you don't forget to eat your fruit. The Fruit Saver app comes with tips for best practices on fruit storage and recipes for your fruit.

FELLOWSHIPS

UNICEF Innovation, Summer 2016

As a fellow, I focused on organizational design to create an onboarding experience for current and prospective employees within an overarching system for onboarding. Using the human-centered design process, I created an experience where employees from many different parts of the world could navigate the process of joining a new team within the Innovation Unit at UNICEF and stay informed about best practices.

WORK EXPERIENCE

Field and Studio, New York, NY

Design Research Intern / Sept 2016 – Dec 2016

Assisted with research projects including recruiting, scheduling, managing research participants, assisting in research and taking notes during interviews. I also assisted in analyzing and organizing insights during work sessions.

92nd Street Y, New York, NY

Graphic Designer / Jan 2015 – Sept 2015

Lead design projects for a variety of communication pieces—including brochures, postcards, invitations, web banners and exhibit displays—for Shababa Jewish Family programming, Unterberg Poetry Center and Jazz in July. I also collaborated with design team and presented solutions for the bi-yearly catalog cover designs.

High 5 Games, New York, NY

Contract Graphic Designer / Apr 2014 – Dec 2014

Collaborated with the customer relationship management team to design daily digital ads on social media outlets for casino products and promotions. I also pro-actively identified, proposed and designed a cohesive identity for all digital ads to improve the marketing department work flow.

Valencia College, Orlando, FL

Graphic Designer / Jan 2013 – Mar 2014

Worked within a team of designers to concept and create design solutions for marketing campaign initiatives throughout the college—while maintaining the Valencia brand. I also created conference exhibit displays, illustrations for stationery and the Valencia Magazine and art directed the design for their award-winning brochure for Valencia's new Collaboration Design Center.

Allie Munroe, Miami, FL

Lead Graphic Designer / Mar 2011 – Sept 2012

Created custom, trend-setting looks for stationery sets, invitations and online cards for events, including weddings and corporate events. I managed several design projects from concept to final product, art directed several product photo shoots and oversaw production of multiple complex printing projects, which included letterpress, screen printing and offset printing.

EDUCATION

School of Visual Arts, New York, NY

Currently Enrolled

MFA in Design for Social Innovation

Barry University, Miami Shores, FL

May 2010

BFA in Graphic Design

Magna Cum Laude