

KARINA J DAVILA

📍 New York, NY 📞 305-332-3465

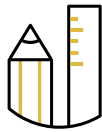
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SKILLS & STRENGTHS

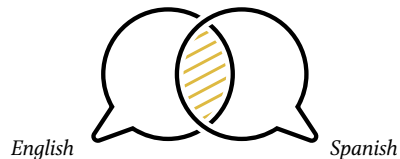
Adobe Suite
(Illustrator, Photoshop, InDesign)
Microsoft Office
(Word, Excel, Powerpoint)
Final Cut
Wordpress
Sketch
Flinto



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 a short messaging service (SMS) 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 my partners' and my 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 creating an onboarding experience for current and prospective employees of the innovation unit within UNICEF's overarching existing onboarding system. Using the human-centered design process, I added a physical component and re-designed their online experience so employees could navigate the process of joining the innovation unit and stay informed about best practices.

WORK EXPERIENCE

Field and Studio, *New York, NY*

Design Research Support / Sept 2016 – Dec 2016

Assisted with research projects including recruiting, scheduling, managing research participants, assisting in research and taking notes during interviews. Facilitated analysis and organization of insights during work sessions.

92nd Street Y, *New York, NY*

Graphic Designer / Jan 2015 – Sept 2015

Led 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. Collaborated with the design team and web team to design web presence of events.

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. Pro-actively identified, proposed and designed a cohesive identity for all digital ads to improve the marketing department's 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. Created conference exhibit displays, illustrations for stationery and the Valencia Magazine. 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. 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*

May 2017

MFA in Design for Social Innovation

Barry University, *Miami Shores, FL*

May 2010

BFA in Graphic Design

Magna Cum Laude