



ZORAIDA INGLES

DESIGNER | BRAND • VISUAL • COMMUNICATIONS

Skills

Adobe Creative Suite

Illustrator

Photoshop

InDesign

Lightroom

Acrobat

Premiere

Web & App Design

UX/UI Design

Google Drive Suite

Project Management

Social Media Strategy

SEO & SEM

HTML/CSS

Sketch 3

Mailchimp

Keynote

Contact

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zoraidaingles.com

WORK EXPERIENCE

Independent Designer & Consultant • New York, NY • 2012 to Present

Project-management, design, and consulting for values-aligned creative projects

- Created the logo for a film production company called [collective sex](#)
- Fundraised over \$20,000 for a crowdfunding campaign for Names of Women, an Independent film, released January 2017
- Collaborated with the Executive Producers on branding, logo, and website for Mercy, Mistress, a web series

C4Q • New York, NY • Creative & Communications Designer • May 2016 to Present

- Lead rebranding efforts for the entire organization
- In-house designer for all student projects and externally facing events
- Producing digital, print, and video media for rebrand and fundraising efforts
- Copywriting and graphic design for Mailchimp and social media campaigns
- Producing physical swag for staff and externally facing events

DesignLab • Remote • Product & Visual Design Mentor • May 2015 to March 2017

- Mentored beginning designers in visual, product and UX/UI design

Brilent • San Mateo, CA • Lead Product Designer • Apr 2015 to Oct 2016

- Owned the product's branding and identity
- Produced a visual interface experience using information from UX research
- Lead social media and graphic design efforts

Lawgives • San Francisco, CA • Product & Brand Consultant • 2015, Project Based

- Consulted on website design and visual marketing strategy
- Contributed to the definition of their brand identity
- Illustrated three pieces for their How It Works section

Tradecraft • San Francisco, CA • Product & Visual Design • Sept 2014 to Mar 2015

- Lead rebranding efforts for the entire organization
- Produced a weekly newsletter including copywriting and visual design
- In-house designer for externally facing events such as the OnDemand Conference

TALKS

Lovecrafting: Love Letter Workshop • New York, New York • 2016

Taught brush-script calligraphy and how to choose materials and tools.

Designers Who Code • New York, New York • 2016

Delivered a 15-minute talk on designing for accessibility.