

KAYLA PACENKA

Graphic & Motion Designer



Kayla Pacenka completed her Bachelors degree at Marymount Manhattan's competitive arts program with a dual focus in Graphic Design and Art History, alongside Animation and Illustration minors. She currently works with Screen Media Films creating graphics, posters, and social assets for major motion pictures. Additionally, Kayla has created graphics for NBC, Second Stage Theater, and Pace University.

CONTACT ME

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PROFESSIONAL SKILLS

CINEMA 4D

AFTEREFFECTS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE

ACROBAT

EXCEL

WORK EXPERIENCE

JUNE-PRESENT

Art Specialist @ Screen Media Films | New York, NY

- Responsible for the successful creation and distribution of art elements to global distribution and marketing partners.
- Designs and revises posters for major motion pictures and resizes for VOD.
- Produces social media graphics.
- Creates packaging design (DVD/BluRay).
- Maintains monthly delivery deadlines in fast-paced environment.

FEB 2020-JUNE 2021

Print Production Artist @ Bolds Creative | New York, NY

- Creates, flight-checks and releases high-turnaround production files.
- Ensures mechanical files adhere to the brand guidelines and vendor specifications.
- Uses CAD, Illustrator, InDesign, and Photoshop to create floor plans and designs for high-quality like Loreal, Urban Decay and Kiehl's.

JAN-FEB 2020

Freelance Graphic Designer @ Second Stage Theatre | New York, NY

- Helped Second Stage Theatre brand events for their Board of Directors.
- Created invites, email blasts, and posters for upcoming Broadway shows.
- Made sure all pieces were ready to be sent to printer or email friendly.
- Collaborated with the development department, and supported the Marketing Associates and the Director of Marketing.

JAN-MAY 2019

On-Air Motion Graphics Intern @ NBCUniversal | New York, NY

- Created ads, logos, commercials, and tool kits for NBCUniversal.
- Learned how to meet deadlines, collaborate with a team, and how the television industry works on a day to day basis.
- Created two logos and key art used for Oxygen TV documentaries.
- Edited and formed a commercial for Secret Life of Pets 2.

MAY 2018-MAY 2019

Layout and Design Editor @ The Monitor | New York, NY

Designed the layouts and illustrated the center-spreads for Marymount Manhattan's school newspaper. Issued out the word counts, organized the articles, and created the new logo. Helped train the new Layout and Design Editor and created a brand new inDesign template for years to come.

FEB 2015-APRIL 2017

Lead Graphic Designer and Animator @ Pace DOCS | Pleasantville, NY

- Animated three documentaries for Pace University's Award-winning class. Designed infographics, lower thirds, title pages and end pages.
- Created toolkits for future documentaries and constructed posters and social media posts. Mentioned by name in the New York Times for work on Curacao's Coral Challenge.

EDUCATION

SEPT 2015-MAY 2019

Graphic Design + Art History Double Major with Minors in Animation & Illustration @ Marymount Manhattan College | New York, NY

- Student Ambassador of the Graphic Design Department
- Lead Editor of the Newspaper
- Deans List Rewarded all semesters: 3.7 GPA.
- Awarded Golden Key in Art History.
- Given the Leadership Award upon graduation.

SEPT-JAN 2017

Art History @ Regents University London | London, UK

Studied Abroad a semester for Art History. Traveled around England, Scotland, Wales, France, Germany and the Netherlands. Learned cross-cultural relations in PR and Graphic Design through two *Culture and PR* courses.

SEPT 2011-MAY 2015

Presentation of Mary Academy | Methuen, MA

- Student Body President (2015)
- Student Body Vice President (2014)
- Soccer Captain and MVP Junior & Senior Year.
- Active Theatre member throughout all four years.