

# KAYLA PACENKA

## Motion and Graphic Designer

Award winning, passionate and creative graphic designer with 5 years of experience working in film and entertainment. Highly skilled in motion design, video editing, and social media with a mastery of the Adobe Creative Suite. Worked on Emmy and Tony Award winning projects, including *Street Gang: How We Got to Sesame Street* and *Take Me Out* on Broadway.

### EXPERIENCE

#### **Screen Media Films, New York, NY**

##### *Art and Design Specialist*

June 2021 - Present

- Leverages Adobe photoshop expertise to constantly update VOD art for Screen Media's 100+ Library.
- Creates package designs for movies in major retail store end caps, like Target, Walmart, and Best Buy.
- Supported branding for over 70 movies by creating title treatment, trailers, posters, and social media graphics, often posted by celebrity accounts with over 1,000,000 followers.
- Lead the freelance graphic design team by optimizing final delivery of art and direction on presentations, design, and formatting.
- Maintains and manages the graphic library for over 1,000 titles for Redbox Entertainment and Crackle, providing high-output production support in an ever-changing content pipeline.

#### **Bolds Creative, New York, NY**

##### *Print Production Artist*

January 2020 - June 2021

- Designed vector files to print ready mechanicals representing major companies like L'Oreal, Urban Decay, and Kiehl's.
- Helped brand and construct Kiehl's packaging and campaigns, (e.g. Black Friday), seen in over 100 stores worldwide.
- Worked in a fast-pace and high turn around environment while ensuring all products were print or web ready.

#### **NBC Universal, New York, NY**

##### *On-Air Motion Graphics Assistant*

January 2019 - May 2019

- Worked on hard deadlines to collaborate with the On-Air Motion Graphics team, by helping create branding from scratch for multiple Oxygen docuseries.
- Animated and designed key art for the series *The Murder of Martha Moxley*.
- Created a commercial for Secret Life of Pets 2 that aired on Bravo and Oxygen using solely stock images.
- Maintained branding and tool kits using AfterEffects for Bravo and Oxygen.

#### LOCATION

Conway, NH

#### PHONE NUMBER

978-478-8376

#### PORTFOLIO

kaylapacenka.com

#### EMAIL

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### AWARDS

#### **EMMY AWARD**

OUTSTANDING ARTS & CULTURE

DOCUMENTARY

*Street Gang: How We Got to Sesame Street*

#### **TRAILER PARK AWARD**

BEST DOCUMENTARY POSTER

*Brian Wilson: Long Promised Road*

### EDUCATION

#### **MARYMOUNT MANHATTAN**

**COLLEGE**, 2015-2019

BA, GRAPHIC DESIGN AND ART HISTORY

*Minors in Animation and Illustration*

### SKILLS

Photoshop

Cinema 4D

Illustrator

InDesign

Premiere

AfterEffects

Digital Marketing

Motion Graphics

Visual Design

Brand & Identity Marketing