

Kyra Catalina.

Creative Strategist / Graphic Designer

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www.kyracatalina.com

Education

Florida State College at Jacksonville (FSCJ)

August 2021 - May 2025

B.A.S. Digital Media

Experience

Money Pages

Graphic Designer I

June 2025 - August 2026 · 1 yr 3 mos

- Designed high-volume promotional materials supporting local and franchise businesses across print and digital platforms, including magazine advertisements, brochures, flyers, cards, outdoor marketing materials, social media, and website banners using Adobe InDesign, Illustrator, and Photoshop.
- Consistently met extremely tight production deadlines while maintaining high design quality and accuracy.
- Proofed full-page layouts and final ad files to ensure print-readiness and zero-error output, minimizing costly resends.
- Collaborated daily with the Art Director and sale representatives to develop new designs or make revisions based on feedback.
- Redesigned and adapted client advertisements to meet diverse size and format requirements while preserving brand integrity, readability, and visual impact.

Jacksonville Sharks

Graphic Design Intern

January 2025 - May 2025 · 5 mos

- Created visual assets for the Sharks' 2025 IFL season, including logos, banners, social graphics, and templates.
- Designed game-day graphics, including field dashers, ribbon boards, stickers, and signage.
- Created magazine advertisements and promotional materials for team campaigns and sponsors.
- Adapted sponsor advertisements to meet various sizes and placement requirements.
- Collaborated with the Multimedia Director to develop and refine creative concepts.
- Designed across digital, print, social media, and in-stadium applications.

U.S. Department of State

Graphic Design Intern

August 2024 - December 2024 · 5 mos

- Assisted in rebranding the identity of the U.S. State Department's Office of American Spaces cultural centers.
- Led a team in conducting research and developing a new brand identity, marketing materials, and strategic recommendations to strengthen the organization's outreach.
- Presented the final research, branding, and promotional materials to the Office of American Spaces.

Skills

Software

Photoshop

Illustrator

InDesign

Figma

Design

Digital / Print Marketing

Branding & Identity

Illustration

Campaign Development