

# Kayla Vicencio

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## About

Graphic designer based in San Francisco, California, specializing in illustration, branding, and editorial design.

## Education

### University of San Francisco

2023 – 2026

Bachelor of Arts, Design  
Minor in UI/UX  
Dean's Honor Roll

### DIS Study Abroad

Fall 2025

Graphic Design

## Skills

- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe Lightroom
- Figma
- Procreate
- Google Workspace
- Illustration
- Editorial/Layout
- Branding
- UX Research
- Basic HTML/CSS

## Experience

### VISUAL DESIGN INTERN | University of San Francisco

2024 – present

The Office of Marketing Communications (OMC) is the university's in-house team for marketing strategy and creative execution.

- Design print and electronic materials that support university related communication efforts, including student recruitment, alumni relations, on-campus events, sports publicity, and the USF Magazine
- Collaborate with the team's creative director, senior visual designer, and professional creatives
- Further develop technical skills in Adobe design software, Google Workspace, and Procreate

### SWIM INSTRUCTOR | City of Cerritos

2024 – present

- Obtained certifications in CPR, AED, and First Aid
- Took part in 40+ hours of training to learn water safety, concussion training, and rescue techniques
- Organize, assist, and instruct swim lessons for children and adults of various levels, ranging from parent-infant, youth/adolescents, pre-competitive swim team, and adult beginner

### DIRECTOR OF PUBLICITY | Whitney High School: Project 58

2021 – 2023

- Held interviews with various small business owners across the country to gain insight on their experiences
- Designed seasonal newsletters containing club updates, interviews, and business ideas
- Assisted in fundraising for small businesses owners

### SMALL BUSINESS OWNER | createdbykayv

2020 – 2023

- Established a self-owned small business to sell personal art projects, including self-printed stickers, ceramics, handmade jewelry, and personalized greeting cards
- Sold over 200 products through Etsy, to school peers and faculty, and at various small business fair
- Managed social media account to showcase art and publicize products (\*instagram now showcases art and design projects)