SERENA PACE

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Summary

I am a creator; creativity inspires every facet of my life. I am looking to utilize my studies in Interdisciplinary Cognitive Science and Graphic Design to creatively solve problems at the intersection of human interaction and technology.

Work Experience

Marquette Wire | Milwaukee, WI
Designer
01/2023 - 05/2024

- Utilized strong collaboration skills with editors and journalists in order to enhance the visual appeal of the weekly newspaper
- Designed sections to maintain cohesion and uniformity throughout the broader publication of the semi-annual magazine, receiving College Media Association's second place award for "best feature magazine"
- Generated visually compelling logos, posters, and design assets utilized by four media sectors within the organization

Make-A-Wish Wisconsin | Wauwatosa, WI
Graphic Design Intern
05/2023 - 08/2023

- Used the Adobe Suite and Microsoft PowerPoint to creatively and efficiently produce graphics and promotional materials meeting national organization parameters
- Streamlined the marketing and graphic design collaboration process, resulting in faster time to delivery
- Coordinated and communicated with regional offices to provide design materials for event planning of beneficiaries

Education

Marquette University | Milwaukee, WI
B.S. Interdisciplinary Cognitive Science
May 2024

- Graduated magna cum laude (3.81 GPA)
- Dean's List Fall, 2021 – Spring, 2024
- Père Marquette Award Recipient
- Cognitive Science Club, Founder, 2022
- Cognitive science coursework includes: psychology, philosophy, computer science, anthropology, and linguistics

Milwaukee Institute of Art and Design
Minor in Graphic Design
May 2024

- 4.0 GPA
- Designed a type specimen book exhibiting the many uses and features of VJ Type's typeface, "Dahlia" (Fall 2023)
- Conceptualized and designed an identity for an art exhibit, including a logo, mailer, ticket, poster, gift bag, motion graphic, and street banner (Spring 2024)

Skills

- Indesign
- Illustrator
- Microsoft Office
- Layout Design
- Creative Problem Solving
- Photoshop
- After Effects
- Figma
- Writing
- Premiere

Certification

- Google UX Design Certificate (program in progress)