

# Katelyn Pereira

## Graphic Designer Creative Marketing

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### About Me

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As an artist and storyteller, I've always had passion for creating attention-grabbing stories that pull an audience in for more. I fully believe being able to capture an audience's through dialogue, tone, and color in a forever growing online world is one of the greatest skills one can master.

**Please feel free to reach out if you're interested in collaborating!**

### Skills

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Highly Proficient:

Photoshop, Illustrator, InDesign,  
Premiere Pro, Canva, Figma

Tik Tok, Instagram, X,  
Facebook, Youtube

Micosoft Teams

Novice

After Effects, Firefly,  
Google Gemini, Midjourney

### Education

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**University of Massachusetts Dartmouth**  
College of Visual and Performing Arts  
Graphic Design BFA, Minor in Photography

Related Classes:

Social Media Marketing | Product Strategy

### Contact

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+1 (508) 496 2802  
katelynpereiradesign@gmail.com

## Technical Experience

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### Graphic Designer Internship

Brightstar Lottery

September 2025 - Present

- Create marketing collateral for sale representatives across the country & globally
- Collaborate with other designers daily to create training slide decks
- Focus on clarity and readability for sales brochures and training modules
- Worked on design collateral for national draw-based lottery game

### Student Marketing Director

UMass Dartmouth's Corsair Esports

October 2022 - 2026

- Social media management on multiple accounts (Instagram, Twitter, Twitch)
- Repeated communication with leadership members for content creation
- Designs advertisement material for organization awareness on campus
- "Emerging Leader Award" awarded for leading social media awareness about Corsair Esports

### Photographer / Writer

The Torch Newspaper - UMass Dartmouth

September 2024 - 2026

- Environmental, News, and Sports photography/photo editing
- Wrote online and local news stories every week
- Created digital content to be uploaded across multiple online channels (Website, Facebook, Youtube, X, Instagram)

### Student Marketing Assistant & Graphic Designer

University of Massachusetts Dartmouth

October 2023 - May 2024

- Recorded and edited visual content for social media
- Designed assets, gifs, and graphics as design collateral
- Teamwork when recording on-site for posting
- Designed graphs and charts for print (yearly research report)

### Student Intern

Townsquare Media (Fun107/WBSM Radio)

March 2022 - June 2022

- Recorded and edited photos and videos on site for social media posting
- Edited audio clips for Fun107's radio broadcast
- On-site shooting for WBSM Photography and Videography
- Balanced multiple workloads between Fun107/WBSM Radio

## Customer Experience

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**Barista | Starbucks**

June 2022 - September 2025

**Shift Leader | Dunkin**

September 2020 - May 2022