

# KAYA SEMEI RIVERA

Art Director



## SUMMARY

Graphic Designer with 4+ years of experience working with brands like Disney, Nerds, and Burger King. Skilled in design, advertising, UI/UX, and illustration, driven by a passion for storytelling to create impactful, inspiring designs.

## WORK EXPERIENCES

### Assistant Graphic Design Intern

Disney Parks, Experiences And Consumer Products / Orlando, FL / Jan 2024 - Present

- Responsible for updating the "Weekly Focus" section monthly on the Cast Life site, sharing safety topics and resources with over 300,000 Disney cast members.
- Co-created and brand-designed the "Safe For The Holidays 2024 Campaign," supporting cast members during the holiday season with reminders on safety and well-being.
- Designed branded PowerPoint templates for executive and partner use, including specialized templates for the Entertainment Safety Resource Committee.
- Developed monthly "I AM Disney" affirmation wallpapers, inspired by Disney films and parks, within tight deadlines while adhering to IP and character integrity guidelines.

### Assistant Graphic Design Intern

Disney Parks, Experiences And Consumer Products / Orlando, FL / Jan 2024 - June 2024

- Developed Graphic Design & Branding for Product Development style guides and portfolios across multiple franchises under the direction of project design leads.
- Created strong POV or mood boards for projects and contributed new graphic design ideas and participated in brainstorming sessions.
- Addressed art styles/new techniques in creative development to co-ordinate with trends in the marketplace.

### Art Director Intern

Haddad & Partners / Remote / Oct 2022 - December 2022

- Collaborated in weekly virtual meetings via Microsoft Teams to align project objectives and deadlines with a team of 10+ designers.
- Conducted research on 50+ ad examples to support creative direction for a Microsoft campaign.
- Developed a comprehensive brand identity and guidelines for Nomu Boba Tea, including logo design, typography, and color schemes, resulting in a polished presentation for internal review.

### Art Director Intern

O'keefe Reinhard & Paul / Chicago, IL / May 2022 - April 2023

- Researching Keywords and Producing unique written content for pitches to well known clients like Burger King, Illinois Tourism, Nerds, and SweetTarts.
- Proofreading Keynote decks and documentation for quality and accuracy.
- Creating visual mockups of media campaigns and collaborated with copywriters.
- Successfully aided in gaining more clientele through production & post production with Alibaba Campaign.

### Graphic Design Intern

Allied Global Marketing / Chicago, IL / March 2022 - June 2022

- Produced still banners and video banners of all sizes for all platforms. Clients included AMC, All BLK, Disney Broadway, and Amazon Prime.
- Attended weekly online meetings to discuss company updates on projects and client feedback.
- Set deadlines based on the urgency of the projects, and organized file naming assets on Google Drive.
- Edited video content and gathered snippets of footage to be used in All BLK's "Karen" Cast reaction video.

## INFO

### PORTFOLIO

www.ksrtist.com

### EMAIL

Kayariveras@gmail.com

### PHONE

630-870-8040

## EDUCATION

### COLUMBIA COLLEGE CHICAGO

Bachelor in Illustration & Graphic Design

Aug 2020 - May 2024

## PROGRAMS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe XD
- Procreate
- Final Cut Pro
- Microsoft Office
- Keynote
- ToonBoom

## SKILLS

- Illustration
- Brand Design
- Package Design
- Videography
- Time-Management
- Researching
- Content Creation
- Brand Strategy

## LANGUAGES

- English
- Japanese

## HOBBIES

- Piano
- Guitar
- Drawing
- Planting
- Crochet
- Ukelele
- Pottery
- Traditional Animation

## REFERENCES

### Ana Pinto

COLUMBIA COLLEGE CHICAGO

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☎ 312-369-8594

### Nicolet Gatewood

BLAC

✉ nicolet@blacinternship.com

☎ (917) 471-1909

### Samantha Squalls

PAPERDECORMORE

✉ paperdecormore@gmail.com

## COOL ADD ONS

### Book180

2023 - 2024

Enrolled in the Book180 Advertising Portfolio Program, a comprehensive 6-month curriculum as an **Art Director**.

### Year Up

2021

Attended a one-year, intensive job training program in the **Information technology track**.