

RÉGINE CARRERAS

Senior Brand + Visual Designer



www.regineby.design

hello@regineby.design

Proficiencies / Skills

Brand + Identity Design, Visual Design, Art Direction, Market Research, Illustration, Editorial + Publication Design, User Research, Design Systems, Wireframing, User Interface (UI) Design, UX Strategy, Prototyping, Ads/ Campaign Design, Keynote Presentations, Project Management, Stakeholder Management, Mentorship, Visual Storytelling

Tools

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere), Sketch, Frontify, HubSpot, Microsoft + Google Suites, Keynote, PowerPoint, Jira, Asana, Trello, Jitter

Languages

English, Spanish, French, HTML/CSS

Education

Maryland Institute College of Art
M.P.S. User Experience Design
Cum. GPA: 4.0, Capstone Award Winner

University of Maryland, Baltimore County B.A.
Visual Arts: Graphic Design
Minor: Modern Language & Linguistics
in French, Cum Laude

Recognition

NPHS Graphic Communications Advisory
Board Member (2019 - Present)

SkillsUSA Graphic Communications Design
Competition, Judge (2017, 2019, 2024)

MICA MUXD Capstone Award Winner (2023)

Lambda Theta Alpha,
National Alumna of the Year (2018)

Maryland Area One,
Professional of the Year (2018)

Assoc. of College Union International:
1st Place, Multi-Page Publication (2016)

Experience

Senior Visual Designer / Ping Identity (2021-2024)

Innovated brand strength and marketing strategy through the development of the Cubic design system spanning webpages, interactive playgrounds, keynote presentations, experiential spaces, and data-driven, integrated digital and print campaigns

Graphic Designer / Allegis Group (2017-2021)

Lead transformation of marketing data and thought leadership into digestible reports, infographics, social campaigns, presentations, landing pages, conference booths, and email newsletters

Principal Designer / RC Design (Freelance) (2016-Pres)

Transforming small B2C and B2B business branding and identity strategy with digital and print design that authentically and emotionally connects with consumers

Brand Manager / Lambda Theta Alpha (2016-2018)

Defined and enforced brand standards on a national level, sustaining influence in the non-profit space, using digital campaign design, annual reports, merchandise, and educational marketing

Graphic Designer / Fifteen Four (2016-2017)

Enhanced graphic design capabilities for studio offering integrated digital campaigns to leading technology and lifestyle brands

Graphic Designer / Cove (2016)

Developed digital campaigns, collateral, and signage to increase brand awareness and user experience in a network of co-working spaces

Graphic Designer / Commonvision (2015-2016)

Crafted multi-part print campaigns (posters, banners, flyers, and t-shirts) for campus initiatives and programs, in partnership with department heads and student organizations

Production Assistant / NPHS Print Center (2009-2012)

Utilized skill in craft to create and manually produce digital and print solutions for student groups, county schools, and regional companies

Full CV available on [LinkedIn](#) >