

HI!

I'm **Karina**
Graphic & Digital Designer
Based in **Los Angeles**

CONTACT

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PORTFOLIO karinarubira.com

LANGUAGES

English, Portuguese & Spanish

EXPERIENCE

2022-Present
NBC Universal
(Entertainment Studio)

Graphic Designer

- Collaborate with in-house teams to produce comprehensive print and digital assets for major movie releases.
- Develop materials for international distribution, emphasizing cohesive global branding.
- Contributed to campaigns for high-profile films, including: Oppenheimer, Wicked, Fast X, The Super Mario Bros. Movie, Five Nights at Freddy's, Puss in Boots: The Last Wish, Kung Fu Panda 4, Despicable Me 4 and more.
- Key achievements: Designed promotional assets for premieres, streaming launches, and international campaigns.

Los Angeles, CA.

2021-2022
YAPI
(Dental Software Company)

Graphic Designer

- Led the development of new brand guidelines, enhancing consistency across marketing materials.
- Designed digital and print collateral for trade shows, increasing visibility at industry events.
- Oversaw content calendar and analytics, driving a 20% increase in social media engagement.

Los Angeles, CA.

2017-2022
Art Director/Graphic Designer
(Self-employed/Freelance)

Graphic Designer

- La Breeze Spa:** Conceptualized and executed social media engagement strategies, designed high-quality print materials for the spa's grand opening, creating an impactful launch event and designed logo with brand identity.
- AMC Brasil/Latam:** Designed online materials, landing pages, and social media posts for the prestigious CCXP Worlds online event, showcasing creativity in engaging digital campaigns.
- Lee Ritenour's "Dreamcatcher" Album:** Conceptualized and designed packaging for the iconic musician's album release, blending artistic storytelling with innovative design elements.
- BottleKeeper:** Developed logos, print/digital media assets, and marketing collateral, driving brand consistency across campaigns.
- Natalia Paperini (Esthetician):** Crafted visually compelling social media content for Instagram and Facebook, enhancing online presence and client engagement.
- Dr. Stefanie Dutra (Esthetician):** Designed a unique logo, cohesive brand identity, and select social media assets to establish a strong market presence and professional aesthetic.

Los Angeles, CA.

SOFTWARE PROFICIENCY



EDUCATION



2016/2017
SAGA - School of Art, Game and Animation
Graphic Design
Sao Paulo, BR.



2013/2016
University Anhembi Morumbi
Advertising and Marketing
Specializing in Graphic Design
Sao Paulo, BR.



2010/2012
Nahim Ahmad School
High School and Technical
in Advertising
Guarulhos, SP.

INTERESTS

Print & Digital Design/ Cross-Cultural Design/ Social Media/ Branding/ Typography/ Photography/ Photo Manipulation/ Visual Storytelling for Global Events/ Keyart/ Video Editing/ After Effects/ Marketing/ Film/ Learnin' new stuff

Check out my **LinkedIn page** for full experience timeline:
[linkedin.com/in/karina-rubira/](https://www.linkedin.com/in/karina-rubira/)