

NINA BRICENO

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(863) 368-3528

PROFESSIONAL SUMMARY

Creative Graphic Designer with 4+ years of experience across broadcast, marketing, and digital design. Specializes in visual storytelling, fast-paced media, and branding across diverse platforms.

EXPERIENCE

ASSIGNMENT EDITOR – Hearst Television (Orlando, FL) | Mar 2024–Present

- Facilitated communication between designers in Orlando and producers from several Hearst affiliated ABC, NBC and CBS news stations across the USA to help deliver branding and news assets.
- Ensured consistent and faithful use of the brand identity by ensuring correct following of guidelines and limitations.
- Delivered accurate and visually engaging content under high-pressure and short-turnaround newsroom deadlines ensuring that even breaking news assets were delivered timely.
- Conducted routine audits of the graphics database to maintain information accuracy and relevancy.
- Lead designer of multiple high visibility projects to be aired in Television and developed Brand identity for internal use.

GRAPHIC DESIGNER – Hearst Television (Orlando, FL) | Jun 2022– Mar 2024

- Delivered on-air visual assets under tight deadlines for many news stations across the U.S. in adherence with brand guidelines. Work included designing maps, graphics, headshots, logos and any other kind of assets for TV news production.
- Ensured the information delivered remained unbiased, accurate, relevant and helpful especially in critical moments such as natural disasters.

MARKETING MANAGER – Group Win Cleaners (Haines City, FL) | Nov 2021– Jun 2022

- Designed their brand identity for a family owned cleaning company to give them a modern and clean look. I also used it on their marketing materials and on the design for their website www.groupwincleaners.com
- Produced digital content and images for promotions and social media as well as printed stickers, business cards and magnets.

GRAPHIC DESIGNER – Sterling Marketing Group (Orlando, FL) | Jun 2021– Nov 2021

- Created custom enamel pins and challenge coins keeping in mind limitations and requirements for work produced in metal.
- Took images of products and edited them for social media and marketing. Also scheduled posts to keep social media engaging and up-to-date.

SKILLS

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Vizrt, Canva, Figma, Procreate, Fluent in Spanish

EDUCATION

- Bachelor's of Fine Arts Degree in Mass Media, Valdosta State University 2018–2021
- Associates of Arts Degree in Communications, South Georgia State College 2016–2018