



KATRINA ALONSO

An adaptable and creative Filipino-American writer-turned-UX designer who is focused on centering equity in every project. Data-driven, empathetic team-player who is effective at problem-solving and multitasking in a deadline-driven environment.

CONTACT

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CERTIFICATIONS

GOOGLE UX DESIGN

Google • *Anticipated*
Completion Oct 2021

SOCIAL AND BEHAVIORAL RESEARCH

CITI Program • *Completed*
Dec 2018

PROFESSIONAL SKILLS

Adobe Acrobat
Adobe InDesign
Adobe Photoshop
Adobe XD
Associated Press Style
Basic HTML
Canon Camera Systems
Chicago Manual of Style
Figma
Google Suite
Microsoft Office Suite
WordPress

LANGUAGES

Filipino (native proficiency)
Spanish (professional proficiency)

EDUCATION

BACHELOR OF ARTS, COMMUNICATIONS

Pace University - New York City | 2015-2019

- Minored in Digital Media Studies and Marketing
- Graduated summa cum laude

EXPERIENCE

EDITORIAL ASSISTANT

Scholastic | Sept. 2019 - Present

- Tracks budgets, contracts, payment schedules and expense reports for Senior Vice President, managing editor and art director.
- Provides copy editing support to hit target dates for editorial and design productions with print and digital material.
- Provides support during photoshoots by assisting with set styling, managing assets, and planning arrival and departure times with studio

TALENT DEVELOPMENT INTERN

CNBC | Jan. 2019 - May 2019

- Gathered and arranged research data to create appealing graphics for event production team
- Worked with video production team to develop, produce and edit content for CNBC.com by cutting interview clips and providing support during video shoots
- Prepared for and hosted events and activations, both internal and external, to help improve brand awareness and audience engagement

EDITOR-IN-CHIEF

The Pace Press, Pace University | May 2018 - May 2019

- Oversaw, trained, and developed writers and editors in Adobe Creative Suite and AP Style to optimize production and quality of work.
- Used Adobe Photoshop and InDesign to build accessible and visually appealing 16-page print newspaper broadsheet with both black and white and color pages monthly
- Worked with photo editors and graphic designers to create eye-catching photos and graphics

MARKETING ASSOCIATE

TrueFacet | Jul. 2017 - Dec. 2018

- Assisted in-house videographer by writing scripts, performing camera work, and researching content for new videos to ensure quality and diversity of video content
- Performed in-depth content reviews by writing copy, checking headlines, keyword use, and subject diversity to positively impact website's Google ranking