



VISUAL • GRAPHIC • UI/UX DESIGNER

KRISTEN A. VASQUEZ

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EXPERIENCE

LA GALAXY // CARSON, CA GRAPHIC DESIGNER

OCT 2021 - PRESENT

- Forfronts all design aesthetics for Brand Identity for each season which includes: matchday, preseason, playoffs and theme night creative. Leads discussions regarding suggested creative approach which includes creating moodboards, mocks and finally executing to deliver templates & finalized creative.
- Led the design & execution of a large range of assets including but not limited to retail, ads and giveaway items for Ticket Sales, website assets, Premium deliverables, in-stadium creative, signage & marketing for camps & programming, and other social and essential design needs for eMLS, Dignity Health Sports Park, Database/Email, Social & Digital Marketing, LA Galaxy Foundation and Marketing.

LOS ANGELES CHARGERS // COSTA MESA, CA GRAPHIC DESIGN INTERN

OCT 2019 - OCT 2021

- Assisting the media and design teams with a variety of print and digital/social graphics including print/web ads, event invitations, sales decks, printed collateral, infographics, and in-stadium graphics while adhering to brand guidelines.
- Charged with being the lead designer for our Corporate Sponsorships department to create mockups, graphics and presentations for pitches with potential partners and companies such as Warner Bros., Nike, MGM, GOAT, Campbells, Mercury Insurance, Regal Theaters, and many more.

KAV DESIGNS // LOS ANGELES, CA FREELANCE DESIGNER

AUG 2013 - PRESENT

- Developing logo ideas and a variety of design components for businesses and local organizations. Conceptualizing and executing designs, in addition to resolving projects with clients including Santa Monica High School Women's Soccer, Causebox, Uforia powered by Univision, Planet Blue, and more.

WAYFINDER.COM // SANTA MONICA, CA CO-FOUNDER, DESIGN

JAN 2018 - SEP 2019

- Responsible for designing the visual components and developing the broad design strategy & approach, including the brand visual identity and expression. Ensured a consistent visual identity of the jobs platform by utilizing a design process across product conception, prototyping, user testing and go-to-market. Led the approach in areas where design will be at the forefront of driving success.
- Oversaw the design & execution of marketing assets for email, social, print and display. Created collateral for social media channels to help increase brand awareness.

CITY INTERNSHIPS // VENICE, CA LEAD GRAPHIC DESIGNER

AUG 2016 - JAN 2018

- Worked with developers to redesign the company website and create a visually engaging digital experience. Created the new branding of the company, including logo and promotional materials.
- Additionally, taking charge of photography and constantly producing and uploading content via various social media channels. On Instagram, follower growth increased by 1.65K, media posted expanded by 335 (+264.1%), likes increased by 19.8K (+225.8%) and comments grew by 1.6K (500%).

LMU DEPT. OF ART & ART HISTORY // LOS ANGELES, CA GRAPHIC DESIGNER

AUG 2015 - MAY 2016

- Created promotional displays and visual components for events hosted by the LMU College of Communication & Fine Arts. Effectively consulted and worked with Studio Arts Department Chair to determine graphic needs and deadlines for various projects within the department.
- Chosen to lead and create the branding for the 8th Annual LMU Undergraduate Research Symposium. Attendance increase by 15% and generated the event's first app.

LMU CENTER FOR SERVICE & ACTION // LOS ANGELES, CA PUBLICITY COORDINATOR / GRAPHIC DESIGNER

MAY 2015 - MAY 2016

- Designed and produced all promotional materials such as brochures, posters, event programs, newsletters, flyers, handouts, presentations, signage, infographics and social media content.
- Generated and produced marketing and design ideas based on department chair's direction, with the goal being to encourage students on campus to participate. Increased Instagram following by 23% and events throughout the year reached record attendance.

LMU TOWER YEARBOOK // LOS ANGELES, CA MANAGING EDITOR / GRAPHIC DESIGNER

AUG 2013 - MAY 2016

- Promoted to Managing Editor during May 2015 and was challenged to oversee the production of a 300-page student publication. Led creative and logistical planning, and hiring of staff. Communicated with university organizations, clubs and sports information personnel.
- Creatively designed numerous editorial spreads integrating typographic, photographic, illustrative graphics all under strict and frequent deadlines. Collaborated with peers, managed their assignments and provided feedback and edits on a weekly basis.

LMU WOMEN'S SOCCER // LOS ANGELES, CA MARKETING/DESIGN COORDINATOR

JUL 2013 - NOV 2015

- Lead the creation and publishing of relevant, original, high-quality content. Managed deliberate planning and goal setting while developing brand awareness and a positive online reputation. Increased Instagram following by 12% and established the first official content calendar to manage content and plan specific, timely marketing campaigns.

EDUCATION

AUG 2013 - DEC 2017 LOYOLA MARYMOUNT UNIVERSITY

// LOS ANGELES, CA

B.A. STUDIO ARTS - GRAPHIC DESIGN GPA 3.7

AUG 2012 - MAY 2013 UNIVERSITY OF SAN FRANCISCO

// SAN FRANCISCO, CA

B.A. GRAPHIC DESIGN - TRANSFER GPA 3.5

ACCOMPLISHMENTS

CAREER

SEP 2022 & MAR 2023

CAPTAIN OF THE MATCH

// LA GALAXY

Captain of the Match is rewarded to an individual who has shown exceptional work ethic, and shown to be a leader within not only their department but across the entire organization. It is an honor given by nominations across their peers and support by their direct manager.

ATHLETIC

JUN 2012

U20 MEXICO WOMEN'S TRAINING CAMP

// MEXICO WOMEN'S NATIONAL SOCCER

AUG 2012 - MAY 2016

NCAA Division 1 Women's Soccer Athlete

// UNIVERSITY OF SAN FRANCISCO &
LOYOLA MARYMOUNT UNIVERSITY

Efficiently managed time with a 40+ hour athletic schedule. Accustomed to working through tough situations and maintaining resilience. Driven individual with passion for athletics and willingness to compete and learn.

APR 2015

Highest GPA (on team) - Spring Semester

// LMU WOMEN'S SOCCER

APR 2014

Most Inspirational Player

// LMU WOMEN'S SOCCER

ACADEMIC

MAR 2017 & MAR 2016

Columbia Scholastic Press Association Yearbook Gold Crown Award

// LMU TOWER YEARBOOK

JUN 2016

LA Design Festival Participant

// EXHALE UNLIMITED GALLERY

MAY 2016

LMU CFA Scholar of Distinction: Graphic Design

// LOYOLA MARYMOUNT UNIVERSITY

MAY 2016

Undergraduate Research Symposium & Arts Showcase Participant

// LOYOLA MARYMOUNT UNIVERSITY

AUG 2013 - MAY 2016

LMU CFA Honor Student & Scholarship Recipient

// LOYOLA MARYMOUNT UNIVERSITY

AUG 2012 - MAY 2016

Dean's List

// UNIVERSITY OF SAN FRANCISCO &
LOYOLA MARYMOUNT UNIVERSITY