

oh hey!

I'M AILYN, HERE'S A LITTLE BIT ABOUT ME....

EDUCATION

Northeastern University
Boston, MA
Major: Graphic Design
Concentration: Interaction Design
Class of 2016
GPA: 3.7

INTERESTS

My dog Maggie, Barre3, yoga,
running, cooking, HP, traveling,
Pantone Yellow UP, ampersands,
Boston sports, theme parks,
chocolate & lots more!

WANT TO KNOW MORE?

ailynpestana@gmail.com • 781.801.7171

PORTFOLIO: AILYNPESTANA.COM

EXPERIENCE

JUNIOR GRAPHIC DESIGNER & PHOTO COORDINATOR Harvard Business School
Cambridge, MA • Present

Bring the Harvard Business School brand to life through internal and external materials that communicate our mission to make a difference in the world. Work directly with partners to conceptualize the best way to bring ideas into fruition. Design print, social, web, and digital pieces of all sizes, while working closely with vendors for production. Provide quality service while managing partner expectations without compromising the brand. Ensure balanced work relationships with all photographers and vendors. Coordinate and art direct photo shoots.

JUNIOR GRAPHIC DESIGNER Talent Works International
Waltham, MA • May 2017-July 2018

Created employer brands from conception to execution for global clients, such as Akamai, Ericsson, Encore and Mitchells & Butlers, and constantly developed those brands through digital and print. Collaborated with copywriters, and other designers onsite and overseas, to create effective design solutions. Designed presentations for concepts and presented them directly to global clients. Managed and created all social media content for clients' channels.

CUSTOM SERVICE ARTIST Boston Beer Company (Samuel Adams)
Boston, MA • July 2013-January 2014 & January 2015-December 2016

Designed print collateral for several national brands. Focused on Trade Marketing requests that required extra attention and a higher level of design. Collaborated with teammates by art directing on several projects. Responded to numerous daily requests from sales-reps and account managers from all over the country. Constantly communicated with customers and vendors, while referencing brand guidelines. Advised co-ops on inquiries, workflow, and developing their abilities. Fixed, and worked with various printers, and a cutting machine.

COMMUNICATIONS ASSISTANT LASPAU (Affiliated with Harvard University)
Cambridge, MA • May-December 2012 & January 2014-December 2015

Collaborated with a team to restructure social media and re-brand the organization. Maintained the back-end of the website, as well as, created promotional materials. Managed social media sites, including social media campaigns, and developing bilingual posts.

SKILLS

EXPERT: Photoshop, InDesign, Illustrator, Dreamweaver, Bridge, HTML, CSS, Jive, Basecamp, Social Media, HootSuite, CoSchedule, DSLR cameras, Microsoft Office Suite
Spanish, both written and spoken

PROFICIENT: After Effects, XD, WordPress, Final Cut Pro, Processing, Google Sketchup
Portuguese, both written and spoken