

# KAYA SEMEI RIVERA

Graphic Designer & Illustrator



## SUMMARY

Graphic Designer with 5+ years of experience working with brands like Disney, Nerds, and Burger King. Skilled in design, advertising, UI/UX, and illustration, driven by a passion for storytelling to create impactful, inspiring designs.

## WORK EXPERIENCES

### Partner Communications & Graphic Design Intern

Walt Disney, Hulu Viewer Experience / Remote / **May 2025 - PRESENT**

- Designed and delivered internal comms assets (Magic Mailer, Weekly Bundle, Huddle Decks) that increased visibility of Expert platform updates, KB article refreshes, and new streaming service launches across 100,000+ global agents.
- Updated and branded Knowledge Base articles for clarity and usability, improving navigation and accelerating adoption of new product features. Also, created the first video formatted Huddle Deck via Synthesis.
- Built Airtable dashboards and automations to forecast launches, KB updates, and team workload, giving managers real-time insight into bandwidth and project tracking. Also, boosted team engagement by creating interactive newsletters.

### Graphic Design & Communications Intern

Walt Disney, WSHE Creative / Orlando, FL / **Jun 2024 - Jan 2025**

- Responsible for updating the "Weekly Focus" section monthly on the Cast Life site, sharing safety topics and resources with over 300,000 Disney cast members.
- Co-created and brand-designed the "Safe For The Holidays 2024 Campaign," supporting cast members during the holiday season with reminders on safety and well-being.
- Designed branded PowerPoint templates for executive and partner use, including specialized templates for the Entertainment Safety Resource Committee.
- Developed monthly "I AM Disney" affirmation wallpapers, inspired by Disney films and parks, within tight deadlines while adhering to IP and character integrity guidelines.

### Assistant Graphic Design Intern

Disney Parks, Experiences And Consumer Products / Orlando, FL / **Jan 2024 - Jun 2024**

- Developed Graphic Design & Branding for Product Development style guides and portfolios across multiple franchises under the direction of project design leads.
- Created strong POV or mood boards for projects and contributed new graphic design ideas and participated in brainstorming sessions.
- Addressed art styles/new techniques in creative development to co-ordinate with trends in the marketplace.

### Graphic Design Manager

Student Diversity & Inclusion / Chicago, IL / **Sep 2023 - Jun 2024**

- Led design initiatives for Columbia College Chicago's Student Diversity and Inclusion Department, creating and rebranding key events that celebrated and empowered underrepresented communities.
- Spearheaded the rebranding of Black Souls Welcome 2024, enhancing its visual identity to foster greater connection and inclusivity. Designed promotional materials and event branding for Día de los Muertos, celebrating cultural heritage and traditions.
- Developed Beyond the Binary resources and event branding to support and uplift the transgender community.
- Created impactful designs and campaigns for Women's Month, amplifying voices and highlighting achievements within the community.

### Graphic Design Intern

USDA NIFA Communications / Remote / **Jun 2023 - Nov 2023**

- Designing the agency SharePoint Icon graphics for Divisions across NIFA, and tracked progressive tasks on Trello and Notion.
- Creating the NIFA publication for the VLMRP Annual Report 2023 through InDesign. Also, assessing how accessible the pages of the visual print.
- Attending weekly External Communications meeting, and collaborated alongside journalists and copywriters to push educational and impactful content on all NIFA's social platforms.
- Creating visually captivating and impactful infographics to communicate complex data and information for NIFA's research findings and reports.

## INFO

### PORTFOLIO

[www.kayadesignz.com](http://www.kayadesignz.com)

### EMAIL

Kayariveras@gmail.com

### PHONE

630-870-8040

## EDUCATION

### COLUMBIA COLLEGE CHICAGO

Bachelor in Illustration &

Graphic Design

2020 - 2025

## PROGRAMS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe XD
- Procreate
- Airtable
- Final Cut Pro
- Microsoft Office
- Keynote
- SFMC
- Expert
- Synthesia

## SKILLS

- Illustration
- Brand Design
- Package Design
- Videography
- Airtable
- Time-Management
- Researching
- Content Creation
- Brand Strategy
- HTML/CSS

## LANGUAGES

- English
- Japanese

## AWARDS



2024  
Wood Pencil  
Winner



## REFERENCES

Ana Pinto

COLUMBIA COLLEGE CHICAGO

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Samantha Squalls

PAPERDECORMORE

✉ paperdecormore@gmail.com

## UX/UI Design Intern

U.S. Bank / Chicago, IL / **May 2022 - April 2023**

- Attending almost 6 scheduled meetings daily while organizing previous company information to be rewritten within a Wiki Knowledge Base.
- Worked along a Global team from Ireland to analyze data and organize information for a client seeking to understand technical and related trends. As well as collaborated with a team daily on Mural to manage our design sprints.
- Arranging a Style Guideline through Adobe XD to increase productivity in rapid prototyping. As well as developing business models and delivering a pitch deck after finished design sprints.