



Hi! I'm Cece.

I'm a visual journalist. Let's tell stories together!

C E C E
P A S C U A L

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919 - 971 - 8939

SKILLS

Ellipsis
Methode
HTML + CSS
InDesign
Illustrator
Photoshop
News Design
Magazine Design
Infographic Design
AP Style
Premiere Pro
Instagram
Wordpress
Hand lettering
Microsoft Office
InCopy
Watercolor

EDUCATION

University of North Carolina at Chapel Hill,
Aug. 2010 - Dec. 2013
B.A. Journalism and Mass Communication,
Editing and Graphic Design sequence
Minor: Hispanic studies

EXPERIENCE

Contract designer, The Washington Post

Washington, D.C., February 2019 - present

- Design daily pages for print in the Sports, Metro, News and Style sections
- Design both print and digital products for enterprise and AMP Stories
- Curate content for the @postsports Instagram account and design templates for Post sports social media

Creative and social specialist, Carpe Lotion

Chapel Hill, North Carolina, June 2018 - February 2019

- Supported all marketing, sales and branding efforts with creative and design work based on branding guidelines
- Developed and executed a social media strategy and content calendar for all social channels, including Facebook, Instagram, Twitter and YouTube

Designer, North State Journal

Raleigh, North Carolina, February 2016 - June 2017

- Helped launch the North State Journal and set many of the styles used today
- Designed News, Sports, Features and special sections in close collaboration with photographers and reporters
- Created spot illustrations, designed the weekly "Murphy to Manteo" map and other graphics and infographics

Page designer/Copy editor, GateHouse Media Center for News & Design

Austin, Texas, June 2015 - February 2016

- Designed up to 30 pages per night for multiple publications including The Providence Journal and The Columbus Dispatch
- Proofed pages for grammar, style and design errors

Design intern, Tampa Bay Times

St. Petersburg, Florida, September 2014 - May 2015

- Designed daily pages for Sports, regionals and the Weekend features section
- Created illustrations for the Food and Weekend sections

HONORS

- In 2016, the North State Journal was a finalist alongside 11 others among 170 entries for the Society for News Design's World's Best-Designed Newspaper.
- In 2017, the North State Journal won First Place for "General Excellence, Division A" and "Appearance and Design - Newspapers, Division A" at the North Carolina Press Association Editorial Contest.