Grace Davila

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EXPERIENCE

CONTRACT DESIGNER I The New York Times, The Athletic | New York, NY Oct 2025 – Present

- Design branded content, marketing campaigns, and interactive experiences across The Athletic's web and app platforms, translating creative briefs and strategy into engaging digital and product solutions
- Develop creative solutions for internal company initiatives, including events, products, and experiences
- Collaborate with design and commercial teams to bring partnership concepts and campaigns to life, incorporating stakeholder input and feedback

CONTRACT DIGITAL PRODUCT DESIGNER Texas Monthly | New York, NY Sep 2025 – Present
DIGITAL PRODUCT DESIGNER Texas Monthly | Austin, TX Aug 2022 – Aug 2025

- Designed digital experiences across homepage redesigns, site-wide templates, and interactive editorial features, from initial concept through launch and post-launch iteration
- Evolved design systems across digital platforms to maintain visual consistency and support new features
- Collaborated with teams and stakeholders on product development, design research, and project planning
- Designed and prototyped custom article templates and newsletters to enhance digital storytelling, user engagement, and content discovery
- Created websites, design systems, and brand identities for clients through Texas Monthly's in-house studio

MARKETING DESIGN INTERN Jam City | Culver City, CA June 2021 – Dec 2021

- Partnered with marketing team to create video and static ads for Facebook, Instagram, and ad networks
- Animated, edited, and designed marketing content, adapting creative concepts to target audiences while adhering to IP-specific brand guidelines
- Scripted, designed, and animated TikTok videos to drive downloads for the Disney Emoji Blitz mobile app
- Collaborated with cross-functional teams to create digital assets promoting in-app events, promotional offers, and brand awareness

CREATIVE INTERN SoFi | San Francisco, CA June 2020 – Aug 2020

- Collaborated with designers, copywriters, and project managers in SoFi's in-house Creative Studio to develop marketing assets across social media, in-app notifications, promotional emails, and campaigns
- Designed and animated social campaign assets targeting 18–24-year-olds, highlighting the value of investing with SoFi
- Designed weekly social media content to strengthen brand engagement and maintain a consistent visual identity

EDUCATION

The University of Texas at Austin
B.F.A Design, Mexican American/Latino Studies (Minor) 2018 – 2022

SKILLS

Visual Design | UX/UI Design | Branding | Print | Marketing | Content Creation | Adobe Creative Suite | Figma
Creative & Strategic Thinking | Visual Storytelling | Brand Consistency | Problem-Solving | Campaigns
Collaboration & Communication | Cross-Functional Teamwork | Stakeholder Engagement | Project Management