

MARIA A.

SENIOR DESIGNER

CONTACT

E : designwicz@gmail.com

W : www.designwicz.com

Denver, CO

EXPERIENCE

2021–Present **AAPC** Associate Creative Director | Senior Designer

Remote

- Led design for the B2B side of AAPC, including management of Junior Designers
- Focus on: digital marketing collateral, videos, presentations, digital ads, social pushes, videos
- Worked with a cross-disciplinary team which included: Project Managers, Developers, Business Analysts, Marketing Managers, Sales, and Junior Designers
- Maintained brand standards including rebranding all print and digital collateral

2018–2021

Boulder, CO

University of Colorado, Boulder Visual Designer

- Led brainstorms and concept development on pitches and projects
- Created comps in Photoshop, Illustrator, and InDesign
- Created UI/IX prototypes in PS and Sketch
- Participated in user testing studies
- Collaborated with UX, Dev, PM, and Student teams
- Worked directly with Devs to fine-tune final designs
- Mentored student designers on best practices
- Created infographics from complex data
- Created marketing materials in web and print for programs and new launches
- Maintained brand standards and accessibility guidelines

2014–Present

Denver, CO

DesignWicz Freelance Creative Director and Marketing Manager

- Served as a creative and brand director for a variety of companies and institutions
- Short and long-term contracts
- Led design teams consisting of Junior Designers, developers, marketing department members, and C-level employees
- Created branding packages including: complete brand guidelines (logo, colors, typography, etc.), and marketing materials (email, social, landing pages, etc.).

2017–2022
Westminster, CO

Front Range Community College Adjunct Instructor (Part-time)

- Creation of curriculum for multimedia and graphic design courses at the college-level
- Classes taught include: Graphic Design I, Graphic Design II, Illustrator I, Photoshop I, InDesign I, and Business for Creatives (Portfolio Seminar).
- CTE credentialed

2016–2018
Denver, CO

Breakthrough Broker Lead Designer and Brand Manager

- Led teams of Junior Designers, developers, content creators, project managers, and C-level employees
- Created all marketing materials and in-house collateral for a B2B company
- Created all ad concepts for all social platforms and email marketing
- Design of all report documents

EDUCATION

2015–2017
Mass.

University of Massachusetts, Lowell Graphic Design and Digital Imaging

- Post-Undergraduate Certificate

2008–2009
New Jersey

Rowan University Psychology

- Masters of Arts

2004–2008
New Jersey

Stockton University Psychology

- Bachelor of Arts

MEMBERSHIPS

- CU Boulder Staff Council (2020–2021)
- MGD Advisory Board (2018–2022)

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