

MARIE MAYA

SENIOR GRAPHIC DESIGNER | BRAND & MARKETING DESIGN | CREATIVE DIRECTION
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PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience creating strategic visual communications across branding, marketing, presentations, packaging, digital, print, and experiential design. Skilled at transforming complex information and business objectives into clear, compelling creative. Experienced leading multidisciplinary projects from concept through production, collaborating with executives and cross-functional teams, and delivering high-quality work under demanding deadlines. Industry experience spans technology, health and wellness, beauty, sports, manufacturing, retail, and entertainment.

CORE COMPETENCIES

Creative & Brand: Visual Identity • Brand Systems • Art Direction • Creative Direction • Typography • Layout & Composition

Digital & Marketing: Web Design • Social Media Creative • Email Marketing • Advertising & Marketing Collateral

Presentations & Production: Executive Presentations • Pitch Decks • Proposal Design • Packaging & Dielines • Print Production • Prepress • Large-Format Graphics • Trade Show & Environmental Design

Leadership & Collaboration: Project Management • Cross-Functional Collaboration • Stakeholder Communication • Vendor Coordination • Creative Problem-Solving

TECHNICAL PROFICIENCIES

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat Pro

Design & Collaboration: Figma, Canva, Adobe Express

Web & E-Commerce: Shopify, Webflow, WordPress, SqaureSpace, Wix

Presentation Design: PowerPoint, Google Slides, Keynote, Canva Presentations, Pitch

AI & Creative Tools: ChatGPT, Adobe Firefly, Midjourney

Production Expertise: Prepress, Packaging Dielines, Print Specifications, Large-Format Graphics

WORK EXPERIENCE

Founder & Creative Director (2016 - Present)

M DESIGN THEORY

- Lead creative strategy, design, and production for B2B and consumer brands, developing integrated visual communications across digital, print, presentations, packaging, web, and experiential environments.
- Directed multidisciplinary creative projects for The Recovery Experience, developing strategic presentations, sponsorship materials, brand assets, marketing collateral, and large-format event graphics associated with the 2025 Formula 1 Las Vegas Grand Prix.
- Partnered with GTO Aluminum on comprehensive B2B marketing initiatives, creating technical product catalogs, retailer presentations, packaging, website design, sales collateral, and production documentation.
- Developed cohesive branding and consumer-facing creative for Saphire Beauty, including visual identity, custom packaging dielines, product boxes, e-commerce website design, and digital marketing assets.
- Designed marketing and product communication assets for brands including LumaPro USA, PainPod, and IQ Technologies, translating technical information into engaging visual content across multiple channels.
- Manage concurrent projects from concept through final delivery, collaborating with executives, marketing teams, clients, and production vendors while maintaining brand consistency, quality standards, and deadlines.

Graphic Designer (2016 - Present)

K2 ANALYTICS INC.

- Designed digital and print marketing assets for multiple client accounts across diverse industries, adapting creative to individual brand identities, campaign objectives, and audience needs.
- Collaborated with agency teams to execute marketing campaigns, manage competing project priorities, incorporate feedback, and deliver consistent, high-quality creative within tight deadlines.

EDUCATION

Associates of Arts - Graphic Design | Southwestern College