

# MARIA CORINA

GRAPHIC & WEB DESIGNER

203-645-7464 | mc@mariacorinadesign.com

## PORTFOLIO

www.mariacorinadesign.com

## EDUCATION

BBA in Strategic Design & Management

Parsons The New School for Design

New York, NY

2011

## LANGUAGES

English

Spanish

Conversational Italian

## SOFTWARE

13+ Years experience

Adobe Creative Cloud

9+ Years Experience

HTML/CCS

## SKILLS

Collaboration

Organization

Advertising Design

Brand Identity

Project Management

Creative problem solving

Project Management

Art Direction

## MEMBERSHIPS

Connecticut AIGA

New Haven Chamber of Commerce

## PROGRAMS

Knownpreneurs Growth Lab, 2021

## EXPERIENCE

### Web Designer, Frankenberger Associates

September 2023 - Present

- Re-design website and improve functionality.
- Build e-commerce shop for summer learning program.
- Transform content provided into a structured online class.
- Design newsletters and manage distribution.

### Graphic Designer | Freelance

January 2023 - Present

- Design logos, websites and brand identity kits for businesses in various industries.
- Create marketing and promotional material for the Kent Youth & Family Services Annual Fundraising Event.
- Design annual reports with infographics based on provided data points for Kent Youth & Family Services.
- Translate and apply captions to Spanish videos for Rainforest Flow and edit them for social media as well as youtube.

### Founder & Creative Director | Creating Spaces

June 2017 - June 2023

- Designed brand identity packages for new businesses.
- Created print and digital assets for clients' advertising and marketing campaigns.
- Developed websites and trained clients on backend usage.
- Managed 12 clients' social media portfolios, including Meta, TikTok, and Twitter accounts; maintained a monthly social media following growth average of 130%.
- Utilized photography, copywriting, and design skills to create social media content; and conducted hashtag and trending audio research.
- Built company procedures and administrative practices.
- Managed operations, financial budget and revenue projections, and bookkeeping.

### Operations Manager | Next Door

June 2018 - March 2021

- Designed the bar and dinner menus.
- Built website and managed SEO, updated monthly.
- Managed online presence; created social media content, infographics and interactive posts.