

# MAYA JONES

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*A process-driven Graphic/Web Designer with nine years of professional experience in crafting full-scale brand identities and responsive web experiences. Possess an extremely well-rounded skillset focused on graphic design and supplemented by UI/UX web design. Primarily uses Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign) to translate business objectives into effective digital assets. A quick learner with diverse tech experience who can absorb new ideas to create brand identities from the ground up. Has a "get it done" attitude, a deep interest in human-centered design principles, and a commitment to creating high quality user experiences.*

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## PROFESSIONAL EXPERIENCE

### LATINO ECONOMIC DEVELOPMENT CENTER (LEDC) - Wheaton, MD

Graphic/Web Designer, Consultant

December 2017 – Present

- Designed an array of production-ready marketing pieces for 13 LEDC clients on time and within budget: websites, logos, brand guidelines, corporate stationery (business cards, invoices, letterheads, postcards, presentation folders, envelopes), restaurant menus & table tents, and outdoor signage.
- Designed and constructed responsive WordPress websites for 8 LEDC clients ranging from a wide variety of industries (hair salons, driving schools, restaurants, financial firms, beauty shops, fashion boutiques, travel agencies).
- Developed photorealistic mockup designs to aid in soliciting feedback from stakeholders.
- Served as a brand strategist by planning social media ad campaigns.

### MAJ SOLUTIONS, LLC - Reston, VA

Owner, Graphic/Web Designer

August 2011 – Present

- Conceived and designed comprehensive brand identities, from inception through completion, by translating the clients' complex ideas and business needs into visual communications: logos, corporate stationery, product packaging, brochures, one pagers, PowerPoint Presentations, proposal infographics, tradeshow signage, displays and promotional products.
- Revamped client's legacy print designs and produced sleek, modern digital assets that aligned with existing pieces.
- Implemented UI/UX design principles to create low fidelity wireframes, high fidelity mockups, and interactive prototypes that mimic the end product of web and mobile apps.
- Employed cleanly coded HTML and CSS overrides to extend CMS theme functionality and produce visually engaging WordPress and Joomla web experiences.

### M-CUBED INFORMATION SYSTEMS, INC. - Silver Spring, MD

Marketing Designer, Web Designer

January 2010 – July 2015

- Built and managed custom e-newsletters for a marketing campaign.
- Conceived and designed editorial illustrations and creative artwork.
- Created proposal infographics and PowerPoint presentations.
- Construed RFP requirements to ensure compliance with proposal-related submission guidelines.

## EDUCATION

### EXCELSIOR COLLEGE - Albany, NY

Bachelor of Science (B.S.) Liberal Arts and Sciences/Liberal Studies

July 2013

### SHENANDOAH UNIVERSITY, CONSERVATORY - Winchester, VA

Music Performance Major & Piano/Keyboard Minor

2006 - 2009

## ADDITIONAL SKILLS

- Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign, Lightroom, Acrobat Pro DC).
- Art Direction, Brand Creation, Color Theory, Typography.
- Wireframing, Prototyping, WordPress, Joomla, HTML, CSS, UI/UX design, Google Analytics, SEO, E-Commerce, A/B Testing, Fluid UI.