

marianela mayhew

Contact

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www.marianelamayhew.com

Skills

UX/UI
Sketch
Figma
InVision
Adobe XD
Basics of HTML/CSS coding
Wordpress
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
iMovie

Awards

GDUSA American Inhouse Design Awards

- 2018 — Magazine cover
- 2017 — Magazine cover
- 2016 — Magazine covers
- 2015 — Brochure, Folder, and Daily Planner
- 2014 — Magazine cover, Digest Report

References

Available upon request

Experience

Senior Designer | September 2020 — April 2021 | July 2021 — Current

Contractor at Porter Novelli with Profiles

- Research, design, and deliver sitemaps and low/high-fidelity wireframes to stakeholders
- Responsible for creating and re-branding Fortune 500 company websites by improving the UX/UI to drive increased user engagement
- Conceptualize and build digital advertising assets including: infographics, digital banner ads, social media campaigns, and social media posts
- Execute and design original logos, brand identity, and style guides ensuring cohesive messaging across client products and communications
- Simplify complex ideas for consumption by clients and their customers in an innovative and artistic manner

Graphic Designer | March 2019 — March 2020 | April 2021 — July 2021

Contractor at Hilton Corporate Headquarters, Hilton Creative Studio with McKinley Marketing Partners and Tapfin

- Designed web banners, website mock-ups, email templates, ads, print collateral, playbooks, and infographics
- Played a key role in finalizing and clarifying large campaign guidelines, establishing a framework for Hilton design elements in marketing efforts for consistency across all future executions
- Elevated social media posts into targeted digital ads for Tru by Hilton's marketing campaigns, resulting in higher engagement and more bookings for the brand
- With a focus on quality, conceptualized and executed design campaigns for multiple brands concurrently within the Hilton family while meeting deadlines and budgets
- Collaborated across teams to drive projects to completion

Design Manager | August 2012 — March 2019

National Community Pharmacists Association

- Conceptualized and executed designs that were aligned with the Association's brand across digital and print media
- Collaborated and communicated across multiple departments to ensure that project deadlines were met
- Co-created the design of America's Pharmacist, a monthly magazine published by the Association
- Produced videos for presentations and promotion of the Association
- Other creative executions included: ads, brochures, convention materials, reports, web banners, posters, and web design mock-ups

Education

General Assembly, Washington, D.C.

UX Design | March 2019

George Mason University, Fairfax VA

B.A. in Art and Visual Technology:

Concentration in Graphic Design, Minor in Information Technology | May 2012

Northern Virginia Community College, Loudoun Campus

Associates of Applied Science in General Studies | August 2010