

I am a multi-disciplinary designer and marketer, focused on finding the right solution to the challenge at hand. I have the experience to successfully manage projects and ideate solutions with a strategic focus, while collaborating with multiple resources and meet deadlines, deliver delightful experiences and not lose focus of the bottom line. I am never done learning, and always continuing to grow my skill set.

COMPETENCIES

- + Integrated Branding
- + Identity Design
- + Art Direction
- + Design Research
- + Layout Design
- + Web Design
- + User Centered Design
- + Email Template Design (Mailchimp)
- + Social Media
- + Marketing Principles
- + Campaign Management

SKILLS

- + Adobe Creative Suite
- + MS Office (Word, Excel, Power Point)
- + Presentation Design (Power Point & Keynote)
- + Fluency in Spanish and French

PROFESSIONAL PROFILES

- + www.linkedin.com/in/maitefigueroa
- + www.maitexfigueroa.com

EDUCATION

Academy of Art University
MFA, School of Graphic Design*

University of California, Davis
BA, International Relations & World Trade

*MFA pending final thesis submission

MEMBERSHIPS

- + AIGA
- + AMA

WORK EXPERIENCE - Design

Goodreads. February 2018 - ongoing
Graphic Designer
+ Development of campaign assets for key promotions

Rakuten. March 2018 - April 2019
Graphic Designer
+ Created streamlined communications system for sales team
+ Asset development for client communication

Gap, Inc. May 2017 - January 2018
Business Designer (Freelance)
+ Worked with Executive leadership to expand brand guidelines
+ Art Directed the development of social media assets

SEPHORA September 2016 - March 2017
Lead Graphic Designer (Freelance)
+ Developed templates for monthly communications, to consistently reflect message of sponsors, partners and brand
+ Created environmental graphics for corporate events

Gap, Inc. September 2015 - September 2016
Graphic Designer (Freelance)
+ Developed and executed the re-branding and identity for Gap Inc.

DWA Media August 2015 - March 2016
Graphic Designer (Freelance)
+ Developed a series of White Papers highlighting the competencies and capacities of the organization
+ Designed a system of icons for use to create consistency and clear communication

Autodesk July 2015 - January 2016
Graphic Designer (Freelance)
+ Managed the development of curriculum tools for educators, through a visually engaging guide
+ Developed visuals for conferences

Bluewolf, Inc. August 2014 - June 2015
Graphic Designer (Freelance)
+ Developed Annual Report
+ Created assets for social media campaigns

A full resume of my work experience can be found on my [LinkedIn profile](#)