

MARIAH HARRIS

BRAND & WEB DESIGNER

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joyfulrosecreative.com

DESIGN EXPERIENCE

Freelance - Joyful Rose Creative

2017-Present

Brand & Web Designer

Freelance Design firm fulfilling the goals of clients through branding and design.

- Curating personal business branding for clients to elevate their business model and create a successful online presence including web design.
- Offering consultations and services to audit brands to assess needs of their business.
- Developing strategies to establish and enhance a brand's identity, considering its values, target audience, and market positioning.
- Creating visual elements such as logos, color palettes, typography, and design guidelines that represent the brand consistently across various platforms and materials.

Trustmark

Lake Forest, IL (remote) | April 2022-Present

Senior Graphic Designer

Producing artwork for the client's brief, collaborate with multidisciplinary teams and exacting standards.

- Collaborate with the Creative Director to adopt event visual brand identity for corporate events, including logos, color schemes, promotional materials, mobile app, presentations and signage.
- Transform strategic briefs requested by marketing managers into high level concepts for a wide variety of outputs such as print, social, digital, campaigns, event fulfillment, infographics, and more.
- Audit corporate branding, providing a solid foundation for the design process. Updating the brand and creating new marketing templates to ensure they align with the updated brand identity.
- Set up files and standardized templates to be scaled and reused (sizes, format, etc.), revisions to existing work, manage release of files for production and oversee pre and post-production needs.

The Federal Savings Bank

Chicago, Illinois | June 2017-April 2022

Senior Graphic Designer

Collaborate with regional coordinators and marketing team members to produce custom design projects requested from bankers.

- Prioritize and manage multiple projects within design specifications and budget of the client.
- Develop visual concepts for ads, campaigns, social media, websites and various materials for print and digital internal and external materials.
- Working within brand and style guidelines to deliver visual solutions that support the company and banker ensuring final graphics and layouts are visually appealing and on-brand.

Clean USA Inc.

Sycamore, Illinois | April 2016-June 2017

Graphic Designer & Marketing Assistant

Managing office administrative tasks as well as creating marketing materials for internal and external use.

- Managing phone calls and scheduled appointments for new and existing clients.
- Website updates for new marketing content and blogs.
- Designing new marketing pieces: flyers, EDDMS and monthly newsletters.

Discovery Center Museum

Rockford, Illinois | May-August 2015

Graphic Design Intern

Event photography and design for marketing department digital and local media promotion.

- Collaborating with the marketing department for creation of weekly themed flyers for "Family Fridays" summer events.
- Capturing photos of the events for promotion for the website and local newspaper.

WGN-TV

Chicago, Illinois | May-August 2013

Graphic Design Intern

Using Motion Design to create advertising and broadcast graphics.

- Editing television advertisement/commercials for Chicago Television Marketing.
- Creating On-Air visual graphics for broadcast.
- Digital signage for Chicago Cubs and Chicago White Sox games.

Rock Valley College

Rockford, Illinois | October 2012-May 2013

Graphic Design Intern

Student designer creating on/off campus materials for distribution.

- Updated content on the academic catalogs.
- Creating custom flyers and postcard mailers for organizations and campus events.
- Creating and updating business cards for new faculty.

EDUCATION

Northern Illinois University

B.F.A. Visual Communication May 2017

Rock Valley College

Associates in Arts December 2013

PROFICIENCIES

- Mac and PCs
- InDesign
- Illustrator
- Photoshop
- After Effects
- WordPress
- Shopify
- Wix
- Squarespace
- Microsoft Office Suite
- Slack/Teams
- Asana