
Hi there. I'm Mayra, a graphic artist living in the Air Capital. I'm a proud WSU grad, with a BFA in Graphic Design and a Masters in Communications. I enjoy the communication process between designer and end consumer and I ground my work in solid conceptual thinking directed by thorough research. I'm also mediocre on the ukulele.

Skills and Specialties: Adobe Creative Suite, Microsoft Word, Powerpoint, integrated marketing, branding and identity work, ability to develop concepts and illustrate ideas, knowledge in print production, experience in social media and blogging, email design and implementation, qualitative and quantitative communication research.

EXPERIENCE

Apr 2014 - present

Dean & Deluca

Graphic Designer

Concept and implement creative content for retail and eCommerce business channels including retail signage, in-store ad campaigns, brochures, menus, postcards & direct mail advertising, email campaigns; design seasonal product packaging; co-direct various food photo shoots while adhering to brand guidelines; manage workflow of retail-based graphics requests and manage distribution of store-based collateral; collaborate with marketing manager and eCommerce director to effectively implement a multi-channel creative direction for the company; collaborate with printer on cost and print production; process, retouch and maintain creative photography for various uses.

Jan 2013 - Feb 2014

Freelance Work

Designed and illustrated for several clients including the Kansas Statewide Farmworker Health Program (KSFHP), Soco Consulting, Christian Youth Theatre and Kuko Landscaping; collaborated with program leaders to redesign logos and marketing collateral; projects included identity design, poster design, advertising, booth graphics and social media graphics; gained experience with design that effectively communicates to low-literacy groups; manage print production.

Aug 2009 - Jan 2013

Momentum Marketing Solutions

Graphic Designer

Collaborated with team to design and produce work including logo/identity, trade booth graphics, marketing and promotional materials for local clients including Boys and Girls Club of Southcentral Kansas, Jimmie's Diner and Spanish Horizons; presented and discussed design options with clients; designed final content for several websites and landing pages; collaborated with communication specialist to optimize social media platforms; lead a few food photography sessions; worked alongside printers to make sure printing jobs were carried through; redesigned the company's brand.

Summer 2011

WSU Elliott School of Communication

Designer/Volunteer

Worked closely with the school's director to design a new graphic to represent the Elliott School, for use on T-shirts, lab computers and social media platforms.

Aug 2007 - May 2009

AIGA Wichita WSU Student Chapter

President

Led student group; organized and promoted student events; contacted local design agencies and arranged student group tours



EXPERIENCE (cont)

May - Sept 2008 **St. John's Episcopal Church**
Design Intern
Developed and implemented new identity for the church including logo, stationery, brochure & website

Fall 2008 **Wichita State University School of Fine Arts**
Design Intern
Updated the 2009 School of Fine Arts events calendar; edited photos and graphics

EDUCATION

Aug 2009 - May 2012 **Wichita State University**
Master of Arts in Communication

Aug 2005 - May 2009 **Wichita State University**
Bachelor of Fine Arts in Graphic Design

RECOGNITION

May 2011 Received Merit Award from the Elliott School of Communication for qualitative research paper
Aug 2007 & Aug 2008 Awarded the Marjorie Lois Graham Scholarship
Nov 2007 Placed Second in the WSU Shocker T-shirt Design Contest
Aug 2006 Awarded the Alfred and Esther Perry and the Veylre Heriford Fine Arts Scholarship

LANGUAGES

English (fluent); **Spanish** (native)