

MAYA ROWLAND DESIGN

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WORK EXPERIENCE

west elm (Brooklyn, NY) October 2013 – Present

Graphic Designer, Brand Creative

- + Create and build strong brand awareness for west elm stores, products, and services through print collateral and marketing materials, including: signage, store collateral, event pieces, collaborations, mailers.
- + Responsible for design and production on all large and small format in store signage and window vinyls /clings, including: seasonal signage and promotional signage in 70+ stores as well as global stores + franchises.
- + Create design standards and templates as well as introducing new designs/identities/substrates/techniques.
- + Manage and organize all files on the server including being the last eyes on final files before sending to print.

Macy's Merchandising Group (New York, NY) April 2013 – October 2013

Freelance Art Director, Home & Textiles

- + Produce and progress Macy's private label brands across advertising, signage, marketing collateral, digital assets, and packaging. This includes Hotel Collection, INC home, Bar III, Hudson Park.
- + Advertising Campaigns for Vogue Sep. 2013 and T Magazine Oct. 2013. Collaborations with Houzz and HGTV.
- + Work alongside photographers, stylists, copywriters, marketing, and production teams to implement the look and feel of each unique line. All the while conceptualizing new campaign concepts for each season.
- + Attend all photoshoots, review all proofs and sign-off packaging mechanicals.

Freelance Graphic Designer (New York, NY) November 2010 – Present

Diane Von Furstenberg + Anthropologie + a number of small but growing businesses

- + Develop inventive solutions in branding, packaging, digital banner ads, instagram content, lookbooks.
- + Incorporate hand painted illustrations into wedding invitations + collateral as well as photography.
- + Create design standards, tool kits and assets for brands to identify and grow with.
- + Projects range from high-end fashion/luxury lines to non-profits in Africa.

MEMBERSHIPS + AFFILIATIONS + AWARDS

- + American Institute of Graphic Arts (AIGA) Member.
- + Winner for Sustainability in Design at AIGA San Diego Student Portfolio Review.
- + Volunteer at Mercedes-Benz Fashion Week, Taste of Hope, Y13 Design Conference, Tribeca Film Festival.

SKILLS + TRAINING

- + High proficiency in Illustrator + InDesign + Photoshop.
- + Typography + composition + color.
- + Drawing + watercolor illustration, image retouching + hand lettering.
- + Strong communication skills with a love for collaboration.
- + Well versed with printing techniques and substrates (materials + paper + inks + construction).

EDUCATION

Rhode Island School of Design June – August 2010

Summer Institute for Graphic Design Studies

San Diego State University May 2008 Graduate

Bachelor of Arts, Graphic Design

University of Virginia January – April 2006

Semester At Sea study abroad