




MALIA FERGUSON. DESIGNER

 WOODSTOCK, GA

 MALIAF.DESIGN@GMAIL.COM

 (828) 817.4462

 MALIAFERGUSON.COM

OBJECTIVE

I am a graphic design and marketing professional with a strong organizational sense, the ability to juggle multiple projects at once, and more than 5 years of experience. I am looking for new design opportunities in which to further my skills.

EDUCATION

2005 - 2009
PRATT INSTITUTE, BROOKLYN, NY
BFA COMMUNICATIONS DESIGN (ADV/ART DIR)

EMPLOYMENT

JAN 2014 - PRESENT
MARKETING DIRECTOR, PLAYNATION PLAY SYSTEMS, INC
CANTON, GEORGIA

As marketing director, I lead a team of designers responsible for creating marketing materials for PlayNation, the nation's leading domestic manufacturer of residential wood swing sets. The design team and I create graphic elements for PlayNation itself and a variety of other outdoor lifestyle companies under the PlayNation umbrella. We are responsible for managing several websites (everything from redesign to everyday updating and maintenance), designing and coordinating the production of a 100+-page annual catalog, and creating assets for all external online retailers, affiliates, independent dealers, and drop-shippers. In addition to leading the design team, I am also the company's main web designer and handle most of our website redesigns - from wireframing to implementation.

JUNE 2011 - JAN 2014
CREATIVE MANAGER, PLAYNATION PLAY SYSTEMS, INC
CANTON, GEORGIA

As creative manager, I oversaw the development of all graphic elements for PlayNation and its affiliated companies. I was responsible for designing everything from a 100+-page annual catalog to logos, websites, sale graphics, truck wraps, and business cards.

2009 - JUN 2011
COMMUNITY NEWS EDITOR, TRYON DAILY BULLETIN
TRYON, NORTH CAROLINA

I managed the flow of editorial information submitted by the community to a small daily newspaper. This included selecting articles for publication, editing them, processing photos and handling the initial layout and design for the articles. I was also responsible for designing the layout of the weekly entertainment and religion sections.

SKILLS

