

MARIA PITT

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INSTAGRAM

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ABOUT ME

I believe that there will always be more. If you work hard, be nice to people, and harness your strengths and the strengths of those around you, then opportunities for growth will be abundant.

PROFICIENT IN

Photoshop, Illustrator, InDesign, Adobe DPS, Microsoft Office Suite, Mac and PC platforms, Woodwing, Wrike

LANGUAGE SKILLS

Beginning Spanish
Conversational Chinese

AWARDS

2016 Nominee
**J. Michael Rollo
Diversity Impact Award**
Multicultural and
Diversity Affairs
University of Florida

2016 Inductee
APIA Hall of Fame
Asian Pacific Islander
American Affairs
University of Florida

2015-2016 Inductee
Reitz Scholar
J. Wayne Reitz
Scholars Program
University of Florida

2015 Recipient
**Carolyn A. Novogrodsky
Memorial Award for
Artistic Pursuits**
School of Art and Art History
University of Florida

2015 Recipient
YMA Scholar
Fashion Scholarship Fund
New York, New York

2014 Recipient
**Dennis and Colette
Campay Studio Art
Scholarship Recipient**
School of Art and Art History
University of Florida

EDUCATION

Bachelor of Fine Arts, Graphic Design - University of Florida | May 2016
Minor in Asian American Studies, Concentration in Art History
Magna Cum Laude with a GPA of 3.81 on a 4.00 scale

WORK EXPERIENCE

Freelance Graphic Designer

Various Clients - New York, NY | August 2016 - Present

- Collaborated with a diverse client base (ie. education technology startup, digital magazine for women, non-profit organizations, etc.) to design graphics that were engaging, original and on-brand.
- Created a range of collateral including, but not limited to, editorial spreads, advertisements, informational graphics and animations for Facebook, Twitter, Instagram, client websites and third-party advertising sites.

Visual Assistant

Man Repeller, LLC. - New York, NY | November 2016 - July 2017

- Ideated, designed, illustrated and produced images that were insightful, engaging and resonated with site content.
- Collaborated with Visual Manager and photographer to research and create imagery for 6-7 articles per day.
- Created a range of collateral for company events, such as a pop-up and camp, that furthered the brand guidelines.

Marketing Design Assistant

University of Florida RecSports - Gainesville, FL | August 2015 - May 2016

- Concepted, designed and produced campaigns and material such as posters, pamphlets, tv motion graphics and social media content to promote the University of Florida's Department of Recreational Sports.
- Initiated the first sustainability campaign from RecSports, collaborating with the Office of Sustainability and the Physical Plant to provide students with information about recycling and being an active and aware citizen.

Graphic Design Intern in Corporate Marketing

PVH Corp. - New York, NY | June 2015 - August 2015

- Contributed to the redesign of Point of Sale materials for IZOD through ideation and creation of new iconography.
- Created layouts for internal communications, facilitated photo research, and oversaw various office projects such as creating the wayfinding for the corporate marketing office as well as chalk lettering to welcome visitors to the office.

Design Intern

Cosmopolitan Magazine - New York, NY | December 2014 - January 2015

- Efficiently communicated and executed design ideas that would be printed for a monthly audience of 17 million
- Facilitated photo research followed by the process of editing, cropping, and silhouetting images for production.

Design Intern

Marie Claire Magazine - New York, NY | May 2014 - August 2014

- Expedited design process by designing FOB and BOB pages for the magazine, assisting with iPad layouts, and administrative tasks for the art department such as putting together the mini-wall and book for review.

LEADERSHIP EXPERIENCE

Board of Directors (Formerly: Associate Director, Director of Outreach, Bid Coordinator)

East Coast Asian American Student Union - East Coast United States | June 2014 - Present

- Oversee the day-to-day operation of a volunteer-run 501(c) nonprofit organization.
- Establish a set of brand guidelines to streamline the organization and create a strong design narrative.
- Redefine initiatives to provide more effective communication through a set of diverse outreach initiatives.
- Lead workshops and share knowledge surrounding social justice to help create a broader AAPI consciousness.

Vice Chair of Design

Action SG - University of Florida | September 2015 - April 2016

- Oversaw the creative direction of the University of Florida Student Government agency and created brand guidelines for Action that can be extended across Student Government cabinets.
- Created all collateral that comes out of the executive brand of student government, making the information and resources provided by student Government visible and accessible to all.

Senior Marketing Ambassador

Multicultural and Diversity Affairs - University of Florida | April 2014 - April 2016

- Lead an all-marketing team to streamline the design to reflect the brand's social justice and advocacy oriented path.
- Worked with the Executive Director to refine the mission and vision of the department while visualizing a new website that will give students easier and more comprehensive access to resources related to diversity.

Vice President of Programming

Savant Leadership Honorary - University of Florida | March 2014 - April 2016

- Established the four pillars of the organization: leadership development, networking, diversity and service.
- Created events that addressed different social, political and economic issues that people are facing, providing spaces in which people could engage in meaningful dialogue about the betterment of society.