



Portfolio

www.marisarussell.com

Mobile

(760) 626-5934

Email

marisarussellx@gmail.com

Work Experience

Freelance Graphic Designer Nov 2023-Present

[The New Standard Co. & Make Waves Agency](#)

- Design digital assets for email campaigns, aligning with brand standards.
- Create engaging email templates for target audiences.
- Manage multiple projects efficiently.
- Coordinate with designers using Figma.
- Uphold branding while suggesting creative improvements.
- Work and collaborate with multiple clients.
- Design and coordinate digital assets for an email campaign.
- Manage multiple design projects simultaneously.
- Work with Figma to collaborate with designers.
- Follow company branding and guidelines to create on brand designs.

Graphic Designer Feb 2021-Dec 2023

[Vincero Collective-San Diego, California](#)

- Conceptualize and design digital graphics for websites, email campaigns, and social media.
- Design front end web page visuals. Design print collateral including direct mail postcards, and catalogs.
- Collaborate with Creative Director and Brand Manager.
- Re-touch all freelance and in-house photography to meet brand standards.
- Bring new creative concepts to the table with regards to Vincero's design.

Graphic Designer Aug 2020-Feb 2021

[ANR Creative Group-Newport Beach, California](#)

- Developed original posts and eye-catching content for an interconnected network of social media platforms, providing clients a significant increase in brand recognition and exposure.
- Utilized industry-standard tools and processes to conceptualize and create professional-quality promotional materials, posters, flyers, and various other graphical elements for a diverse clientele.

Graphic Designer Apr 2019-Oct 2019

[The Frozen Bean-Rancho Cucamonga, California](#)

- Used Adobe Illustrator to develop and create die lines for packaging for cans, bottles, boxes and bags that are available at Walmart.
- Created new ideas amongst the design and marketing team.
- Designed packaging for new products as well as sell sheets and posters.
- Extensively used Adobe InDesign to design Frozen Bean style guide.
- Managed up to five projects at a time while under pressure to meet weekly deadlines.

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Brand Development
Style Guides
Package Design
Photography
Microsoft Office

Education

California Polytechnic
State University-Pomona
2016 - 2020
Bachelor of Fine Arts (B.F.A.)
Visual Communication

Organizations

AIGA (American Institute
of Graphic Arts)