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Maricella Guzman

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EDUCATION

2014 -2018

BA Graphic Design

Azusa Pacific University

Servant Leadership Award, 2018

SKILLS

Art Direction
Graphic Design (Digital & Print)
Photoshop, Illustrator,
InDesign, After Effects,
Lightroom, Premiere
Photo Retouching & Editing
Social Media Management
Light Motion GFX
Typography
Concepting

AWARDS

2023 Shorty Awards

What's Up Tok?

Winner

Voice

Silver 2x

Organic Promotion, TikTok Presence

EXPERIENCE

2022 MOVEMENT STRATEGY Designer

- Creating assets for social media platforms like *but not limited to* Instagram, Facebook, and TikTok
- Concepting and leading the design for campaigns for clients
- Working closely with the (Associate) Creative Directors on execution for assets
- On-set assistance for video shoots
- Developed visual guidelines for campaigns
- Presented concepts to internal teams and clients

2020-2022 FEMALE QUOTIENT Graphic Designer

- Specialized in all social media graphic design, branding, and print for conference sessions, lounges, media collaborations and partnerships
- Collaborated with team for creative ways of telling FQ's story and find creative solutions to create on-brand content
- Designed in a fast-paced environment
- Rebranded company design identity and managed creative team and freelancers

2019 BESOCIAL PR Creative Coordinator *Freelance

- Worked closely with the Creative and Digital Directors to execute the creative direction for social media kits, print, digital ads, and more
- Coordinated execution for photoshoots and managed freelancers
- Developed marketing pitch decks for the company
- Photo retouching from influencer shoots

2019 CANYON DESIGN GROUP Junior Art Director *Freelance

- Conceptualized key art for TV shows on CBS and Amazon
- Presented ideas to Senior Art Directors before execution
- Adapted Key Art for print (billboards, double decker buses, magazine ads)
- Assisted Senior Art Directors on Theatrical key art

2018-2019 CLIQUE MEDIA GROUP Junior Graphic Designer *Freelance

- Created graphics for the eCommerce and Merchandising department for our media platforms: WhoWhatWear, *formally* Byrdie and MyDomaine.
- Resize and touched up images used for social media platforms on Instagram, Pinterest, Facebook, and email blasts
- Art directed for Shop/WhoWhatWear for their weekly Editor's Card and weekly promo articles for our partnered companies

LET'S GET IN TOUCH