

MARISA T. HOWENSTINE

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EXPERIENCE

GRAPHIC DESIGNER (FREELANCE) / Los Angeles, CA / 2018 - Present

Conceptualize, design, and produce visual communications inclusive of brand identities, responsive websites, marketing collateral, presentation decks, and social media content.

Highlights:

- Led concepting and design of a monthly email marketing campaign to increase awareness for a music licensing agency, resulting in a 55% average open rate.
- Drove new business for a boutique copywriting service after rebranding the design of their website.

AI CONTENT ART DIRECTOR (FREELANCE) / 2024 - Present

- Lead the creative vision and execution of AI-generated visual content, ensuring cohesive storytelling and brand alignment for clients.
- Collaborate with AI specialists to shape AI-generated assets that coalesce with clients' brand aesthetics and campaign goals.
- Craft prompts and review AI outputs to ensure quality and visual appeal.
- Participate in brainstorming sessions combining graphic design principles with AI content possibilities.

FOREVER 21 / Photo Editor / Los Angeles, CA / 2015 - 2017

- Handled the selection, conversion, and archival process for thousands of images on a daily basis, turning RAW, high-volume assets into web-ready content for e-commerce properties.
- Instructed the retouching team throughout the entire post production process, providing strategic recommendations on image edits.
- Liaised with Photographers, Stylists, Retouchers, and upper management to ensure timely and on-brand content delivery.

SOFTWARE SKILLS

• Adobe Creative Cloud (Photoshop, Illustrator, InDesign)	• Google Suite (Docs, Sheets, Slides, Drive)	• Microsoft Office (Word, Excel, PowerPoint)
• MidJourney / Nano Banana Pro	• Figma	• Keynote
• Wix Studio	• Asana	• Slack

CREATIVE AWARDS

Unsplash's Top 25

New Photographers

Unsplash Awards

Product Photography Finalist

Graphis Photo Annual

Gold Award

Graphis Photo Annual

Silver Award (3x)

Listed as one of the

"Best Wix Studio Designers in United States"

from Contra

EDUCATION

Art Center College of Design

Photography, BFA with Honors

University of San Francisco

English, BA in Creative Writing

Art Center Extension

Graphic Design • Typography

FUN FACTS

I was a Creative Recruiter for Apple.

I use Oxford commas.

I own 50+ coffee table art books.