

# MARISA T. HOWENSTINE

M: 323 791 4662 E: MZMARISADESIGNS@GMAIL.COM W: [MARISAHOWENSTINE.COM](https://marisahowenstine.com)

## 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 conceiving 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<br>(Photoshop, Illustrator, InDesign) | • Google Suite<br>(Docs, Sheets, Slides, Drive) | • Microsoft Office<br>(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.