

# MARISA T. HOWENSTINE

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## PROFILE

Spirited Graphic Designer known for creating visually compelling brand identities and integrated campaigns. An innovative problem solver with an award-winning aesthetic. Shrewd relationship builder and communicator with exceptional work ethic. Major hustler, minor whiner.

## 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.
- Developed the brand identity for a luxury home decor retailer, handling all aspects of visual communications and integrated campaign design across digital, print, marketing collateral, and photography.
- Drove new business for a boutique copywriting service after rebranding the design of their website.

### 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)
- Capture One
- Figma / Sketch
- Keynote
- Wix Studio
- Asana
- Slack



## IN ANOTHER LIFETIME

- Had a photography career.
- Ran a marathon in under 5 hours.
- Was a Creative Recruiter for Apple.
- Biked 150 miles in 2 days.

## CREATIVE AWARDS

### Unsplash's Top 25

*New Photographers*

### Unsplash Awards

*Product Photography Finalist*

### Graphis Photo Annual

*Gold Award*

### Graphis Photo Annual

*Silver Award (3x)*

## EDUCATION

### Art Center College of Design

*Photography, BFA with Honors*

### Art Center Extension

*Graphic Design • Typography*

### University of San Francisco

*English, BA in Creative Writing*

## FUN FACTS

- ... Uses Oxford commas.
- ... Owns 50+ coffee table art books.
- ... Makes divine Triple Ginger Cookies.