




Maya Magdalena Joshi

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 Dynamic and organized visual designer with 3+ years of experience in marketing, operations, and design. Proficient in Adobe Creative Suite and experienced in designing for print and digital media. Strong multitasking and problem-solving skills. Passionate about using design to visually communicate ideas and messages.

Skills

- Graphic Design:** Expert at creating designs for print and digital media, including brochures, flyers, social media graphics, and websites.
- Marketing Coordination:** Experienced in managing and executing marketing campaigns, including email, social media, and events.
- Creative Problem Solving:** Ability to conceptualize and develop design solutions that meet the needs of the project and client.
- Attention to Detail:** Able to meticulously review designs to ensure they meet specifications and standards.
- Collaboration:** Experienced in working with cross-functional teams and stakeholders to ensure project success.

Professional Experience

Visual Designer | Independent Contractor | 2019-present

- Designed and executed a detailed brand guide in 6 weeks for Locker Room Talk, a Latine media company's first female-led show, which included 3 logo assets and social media templates.
- Created social media graphics for Black-owned business Butter'd Bodycare, which led to a 60% increase in followers and 5% increase in engagement. The graphics highlighted ways to support Black creatives and environmentalists, infographics about sustainability in beauty, and product promotions.
- Executed visually appealing social media graphics for a Dominican-owned haircare company, increasing engagement and brand awareness through the use of eye catching designs
- Founded and managed Corazon Resiliente, a mental health platform for first generation americans, which utilized design and storytelling to illustrate how to discuss difficult mental health issues with cultural competence.

Marketing Coordinator | The David and Lucile Packard Foundation | 2019 - 2020

- Designed templates and infographics for presentations and forums, in addition to facilitating company-wide events.

Core Competency

- Adobe Illustrator ●●●●○
- Photoshop ●●●●○
- After Effects ●●○○○
- Figma ●●○○○
- Canva ●●●●○
- Airtable ●●●●○

Personality Traits

- Passionate
- Helpful
- Confident
- Consistent
- Fast Learner
- Team Player

Community Engagement

Intermediate Visual Art Class | CovEd | 2021

Built and taught a 4-week virtual workshop for students to explore their identity using art.

Visual Artist Feature | 2020-present

Created artwork for Apicha Health Center Trans Day of Remembrance Gallery. Designed the cover art for Culture Mapping San Diego. Contributed artwork to Changing Wxman Collective magazine's "Healing" edition.

Education

Bachelor of Arts, Communication
San Jose State University | 2017

Continued Education

Teaching Artist Project: Activism through Art
Community Word Project | 2022-present