

MARIA VARGAS AGUILAR

Senior Graphic Designer

EXPERIENCE

McCANN WORLDGROUP

SENIOR DESIGNER, APRIL 2022–PRESENT

- + Responsible for creating, maintaining, and executing a cohesive visual brand language for McCann Worldgroup services and products across internal channels and OOH.
- + Collaborated across agency design teams for McCann Worldgroup's global rebrand, pioneering a versatile design system deployed across various marketing materials. Managed the execution and distribution of brand materials globally across a network of 15k employees.
- + Partnered with marketing channel owners to strategize and implement dynamic visual campaigns, enhancing brand visibility and engagement.
- + Developed creative direction for brand awareness and new business focused initiatives and events across our B2B and corporate audiences.
- + Concepted and designed brand identities for thought leadership initiatives like global research studies, webinars, and podcasts.
- + Led and mentored junior designers, providing feedback and support through project completion while partnering with project management to allocate resources and manage project timelines.
- + Developed new workflows and an array of templates, libraries, and toolkits to educate and share with all employees to ease creating new projects.
- + Designed a variety of materials for current and prospective clients for new business opportunities and high-level meetings. Clients include Coca-Cola, L'Oréal, Nestlé, Microsoft, General Motors, and Mastercard.
- + Started a monthly culture report sharing the latest articles, projects, and media to inspire creative work and dialogue within the team.

DESIGNER, AUGUST 2019–AUGUST 2022

- + Worked closely with C-suite executives to concept, fine-tune, and design all marketing materials including presentations, thought leadership, external event collateral, e-mail, and social media assets.
- + Established strategic partnerships with software vendors like Adobe and Microsoft to facilitate ongoing team learning and development.

PROJECTS

ART FOR BLACK LIVES (NON-PROFIT)

GRAPHIC DESIGNER, NOVEMBER 2021–PRESENT

- + Designed digital and social promotional assets for each art drop and prepared artwork files for print.

APOLO PICKLEBALL

GRAPHIC DESIGNER, JUNE 2023–PRESENT

- + Designed all brand assets including: logo, paddle design, and packaging.
- + Created social and print marketing materials for paid advertising.

CONTACT

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EDUCATION

LEHIGH UNIVERSITY, 2019

Bachelor of Science in Marketing with a focus on branding and a minor in Graphic Design

SKILLS

Adobe Creative Suite

Microsoft Office

Figma

Sketch

Ceros

UI/UX

Animation

Midjourney

Content Strategy

Digital & Print Design

Copywriting & Proofreading

INTERESTS

Tennis

Knitting

Reading

Cooking & baking

Reality TV

Podcasting

Painting

Agatha Christie Novels

