

# MAYA LEE [www.mayaleedesign.com](http://www.mayaleedesign.com)



410-999-4791 | MayaLeeDesign@gmail.com | Baltimore, MD

Efficient and process-driven Graphic and Web Designer with 3+ years of experience in visual design with a focus on web and digital. Proficient in WordPress management, front-end development (HTML/CSS), and digital design production. Proven record of modernizing web layouts and optimizing digital design processes to drive organizational goals.

## SKILLS

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**Web & Development:** WordPress, Front-End Development (HTML, CSS, PHP, JQuery), Advanced Custom Fields

**Graphic Design:** Digital collateral, Brand Guidelines, Visual Identity, Social media & Email graphics, Web Ads, Presentation design, UI/UX, Motion Graphics (After Effects), Print Production (InDesign), Digital Illustration (Photoshop, Clip Studio Paint).

**Software:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro), Figma & Figma Make, Canva

**Project Management:** Asana, Digital Asset Management (DAMs), Microsoft Office Suite, Workflow Coordination

## EXPERIENCE

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### UX/UI & Digital Production Designer – Baltimore Symphony Orchestra

NOVEMBER 2024 - PRESENT • BALTIMORE, MD

- Manage BSOMusic.org (WordPress) and my.BSOMusic.org (TNEW) Website Design and Front-End Development
- Design, manage produce 100+ marketing assets annually for loyalty and growth campaigns, **directly supporting a 20% increase in engaged households and exceeding our revenue goal by \$222,000 by the close of FY25** (as of 8/1/25)

#### Jr. Graphic Designer

MAY 2023 - OCTOBER 2024

- Designed and produced 22 visual campaigns (including direct mail, digital and print), **supporting a 25% increase in total engaged households over the previous October (as of 11/4/24)**
- Created 500+ design assets, including social graphics, brochures, flyers, booklets, print powerpoints, print and web ads, direct mail and billboards for diverse internal and external stakeholders.

### Logo & Motion Graphic Designer – Koeth Research Group

NOVEMBER 2022 • COLLEGE PARK, MD

- Designed and animated logo and provided graphic support for the educational documentary "Cyclotrons!" featured on U.S. Particle Accelerator School Official Website.

### Freelance Designer & Writer – Strathmore

AUGUST 2022 - APRIL 2023 • NORTH BETHESDA, MD

MARKETING & COMMUNICATIONS INTERN (MAY - AUGUST 2022)

- Updated website content and external calendars; supported on-site event marketing efforts; Designed digital and print promotional materials

### Marketing & Information Manager – Mighty Sound of Maryland Marching Band

MARCH 2021 - JUNE 2022 • COLLEGE PARK, MD

ASSISTANT MANAGER (MARCH 2020 - MARCH 2021)

- Managed 5-person marketing team; managed, created and delegated creative for multiple social media platforms
- **Fundraised over \$75,000** for the band's instrument fund through social media campaigns on a \$0 budget.

## EDUCATION

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### B. A. Studio Art: Graphic Design

May 2023 | University of Maryland, College Park

4.0 GPA, Dean's List | UMD Art Honors Program • Omicron Delta Kappa Leadership Honors Society • Creative & Performing Arts Scholarship Recipient • Design, Cultures & Creativity Honors College