



# MAYA LEE

410-999-4791 | [MayaELee@gmail.com](mailto:MayaELee@gmail.com) | Baltimore, MD

Graphic designer with 3+ years of experience in both digital and print media for non-profits, including brand development and maintenance, logo design, and visual design for marketing materials and digital assets.

## EXPERIENCE

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

NOVEMBER 2024 - PRESENT • BALTIMORE, MD

- **Design and produce 100+ digital assets annually for loyalty and single ticket campaigns, directly supporting a 21% increase in subscriber households and a 29% increase in paid ticket sales over the previous year.**(as of 1/6/25)
- **Coordinate web projects**, ensuring seamless integration of marketing materials across digital platforms.

#### 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 digital assets, event materials, web store graphics, templates, brochures, flyers, web ads, and billboards, aligning to brand guidelines and marketing goals.

### Freelance Writer & Designer – Strathmore

AUGUST 2022 - APRIL 2023 • NORTH BETHESDA, MD  
MARKETING & COMMUNICATIONS INTERN (MAY - AUGUST 2022)

- **Developed 5 press releases and 4 newsletter articles**, helping to increase community awareness
- Designed promotional materials, including communicating between designers and print house and submitting print-ready designs; supported on-site event marketing efforts.

### Social Media 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 multiple social media platforms including Facebook, Twitter, YouTube, and Instagram.
- **Fundraised over \$75,000** for the band's instrument fund through social media campaigns on a \$0 budget.

### Graphic Design Intern – Weinberg Center for the Arts

JUNE - AUGUST 2020 • FREDERICK, MD

### Graphic Design Intern – Community Media Center

JANUARY - JUNE 2017 • WESTMINSTER, MD

## 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

## SKILLS

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**Design & Creative Tools:** Adobe Creative Suite (Illustrator, InDesign, PhotoShop Premiere, After Effects), Canva, Figma, Print & Digital Design, Developing and Maintaining Brand Identity Guidelines

**Soft Skills & Project Management:** Strong Communication, Cross-departmental and Team Collaboration with internal and external stakeholders, Time Management; Resilience to frequent change, delays, or unexpected events.