

# Maria Christine Pangilinan

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## PROFILE

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Dedicated graphic designer with 7 years of expertise in visual communication, driving modern design solutions that elevate brand identity and enhance user experience. Delivered numerous high-impact projects with a focus on quality and strategic brand storytelling. Expert in Adobe Creative Suite, typography, and layout design, consistently producing visually compelling content that supports business objectives. Combines creativity and technical proficiency to lead design initiatives that strengthen brand presence and engagement.



## WORK EXPERIENCE

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2018-08 – present

United States

### Senior Graphic Designer / PowerPoint Specialist

#### Williams Lea an RRD Company

- Led a small creative team in designing impactful marketing materials and motivated team to achieve high-quality results.
- Developed engaging PowerPoint presentations for diverse clients, which enhanced their ability to communicate ideas effectively during meetings.
- Created custom icons that aligned with client branding, helping maintain a consistent visual identity across various platforms.
- Edited short videos to support marketing efforts, which contributed to more dynamic and appealing content for client campaigns.
- Addressed specific graphic design requests from international clients, ensuring their needs were met promptly and professionally, which fostered strong client relationships.

2023-06 – 2023-09

Wheeling, United States

### Graphic Designer (freelance)

#### American Dental Association

- Developed a complete branding identity for Dr. Michael Medovic during the 2024 presidential election campaign, which effectively communicated his vision and values to voters.
- Designed a visually appealing pamphlet that highlighted key campaign messages, helping to engage and inform the electorate.
- Created a distinctive logo that encapsulated Dr. Medovic's branding identity, which strengthened his overall campaign presence.
- Managed the production of printed marketing materials, ensuring that all items were high quality and aligned with the campaign's branding strategy.
- Hyperlinked campaign videos on his platform, enhancing accessibility and making it easier for supporters to share content, which increased viewer engagement.

2021-05 – 2022-05

Remote, United States

### Graphic Designer (freelance)

#### Fire of the Forebears

- Designed a captivating fantasy book cover for author L.A. Buck, which visually represented the essence of the story and attracted potential readers.
- Collaborated closely with the author to understand their vision, ensuring the design met their expectations and resonated with the target audience.
- Achieved publication and distribution through major retailers like Barnes & Noble and



Amazon, helping to enhance the book's visibility and sales in the digital marketplace.

- Optimized the cover for various e-book platforms, ensuring a consistent and appealing presentation across multiple applications, which improved user engagement.

2020-08 – 2020-09

Wheeling, United States

### **Graphic Designer (freelance)**

#### **Corpus Christi Parish**

- Developed a custom PowerPoint presentation for church services, which enhances engagement for both new and current Catholics during worship.
- Crafted visually appealing slides that help attendees easily follow along, improving the overall experience of the services.
- Collaborated with church leaders to ensure the presentation aligns with the liturgical themes, making it a relevant tool for weekly masses.
- Maintained and updated the presentation regularly, ensuring it remains fresh and effective for ongoing use in the congregation.

2019-10 – 2019-10

Manhattan, United States

### **Graphic Designer (freelance)**

#### **Kansas State University**

- Designed and illustrated a sign for Kansas State University, ensuring it effectively communicated relevant information to visitors.
- Managed the printing process, which resulted in a high-quality display that enhanced the visual appeal of Little Jerusalem Trail Park.
- Collaborated with the student's research team to ensure that the sign met specific requirements, thereby supporting ongoing research initiatives.

2018-10 – 2018-11

West Liberty, United States

### **Graphic Designer (freelance)**

#### **West Liberty University**

- Designed impactful donor cards for the West Liberty University Foundation, which enhanced the university's engagement with its supporters.
- Collaborated with university stakeholders to ensure design elements aligned with branding guidelines, helping to maintain a cohesive visual identity.
- Utilized feedback from the Foundation team to refine designs, resulting in cards that resonated well with donors and strengthened relationships.

2018-10 – 2018-10

Remote, United States

### **Graphic Designer (freelance)**

#### **Speedpro Imaging**

- Managed freelance design work for clients, ensuring a timely delivery of high-quality materials that met specific project requirements and client expectations.
- Created visually appealing posters and print designs that effectively communicated messaging, helping to attract and retain customer attention.
- Collaborated closely with clients to understand their needs and preferences, leading to tailored design solutions that resonated with their target audiences.
- Streamlined the design process by implementing efficient workflows, which improved turnaround times and increased overall client satisfaction.

2018-06 – 2018-08

Wheeling, United States

### **Media Designer (intern)**

#### **Central Catholic High School**

- Designed print advertisements for various school events, effectively promoting student achievements and increasing community engagement.
- Redesigned magazine layouts, enhancing readability and visual appeal, which led to higher student and parent satisfaction with school publications.



## WORK EXPERIENCE

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- Created newsletters that kept the school community informed about important events and updates, improving communication and involvement within the school.

2017-08 – 2018-05

West Liberty, United States

### **Designer, Web Designer, & Secretary**

#### **West Liberty University**

- Designed engaging posters and advertisements for the Gaming Club, which helped attract more members and increased club visibility on campus.
- Developed and maintained a personal website that served as a hub for information, making it easier for students to learn about club activities and events.
- Organized and managed all incoming mail, ensuring the club stayed informed about important communications and opportunities.
- Created and distributed a newsletter, which kept members updated on events and activities, fostering a sense of community and involvement.
- Promoted enrollment for new incoming members, contributing to the club's growth and enhancing its reputation as a leading activity group on campus.

2012-05 – 2017-05

Wheeling, United States

### **General Office Clerk**

#### **Main Street Bank**

- Managed various administrative tasks as a part-time General Office Clerk at Main Street Bank, ensuring smooth daily operations within the local bank.
- Served as a secretary, which involved handling calls and correspondence, helping to maintain effective communication both internally and externally.
- Sorted and organized files systematically, which improved document retrieval time and kept the office running efficiently.
- Operated scanning equipment to digitize documents, which helped reduce physical storage needs and improved accessibility for the team.
- Developed organizational systems for files and documents, streamlining workflow and making it easier for colleagues to locate important information quickly.

2016-05 – 2016-07

Wheeling, United States

### **Graphic Designer (intern)**

#### **Catholic Charities USA**

- Developed engaging advertisements and informative booklets for Catholic Charities USA, which effectively promoted their mission to support member agencies and address critical issues like poverty and disaster relief.
- Collaborated closely with various teams to ensure that the designs aligned with the organization's goals, helping to enhance their outreach and visibility in the community.
- Conducted research on best practices in design and messaging, ensuring that all materials resonated with target audiences and reinforced the organization's core values.



## STRENGTHS

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Creativity

Attention to Detail

Communication

Client Relations

Time Management

Leadership

Collaboration

Adaptability

Problem Solving

Organizational Skills



## SKILLS

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Visual Communication

Branding

Presentation Design

Layout Design

Icon Design

Logo Design

Typography

Video Editing

Print Production

Marketing Materials

Workflow Optimization

Project Management



## EDUCATION

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2014-01 – 2018-12

West Liberty, United States

### **Graphic Design | Bachelor of Science - BS** **West Liberty University**

2016-05 – 2016-07

Daejeon, South Korea

### **Design** **Hanbat National University**

- Participated in a summer student abroad program in South Korea, which enhanced my design skills through immersive cultural experiences.
- Engaged in hands-on projects that fostered collaboration with local designers, helping me gain diverse perspectives in design.
- Developed a deeper understanding of design principles influenced by Korean culture, which enriched my overall design approach.



## AWARDS

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2019-10

### **Exceptional Teamwork & Collaboration** **Williams Lea**

Recognized for exceptional teamwork and collaboration at Williams Lea, demonstrating a commitment to engaging with the team, adapting strategies, and supporting colleagues during challenging periods, which enhanced client-focused initiatives.

2018-06

### **Magna Cum Laude Honors** **President Stephen Greiner**

Graduated Magna Cum Laude from West Liberty University, recognizing exceptional academic achievement and dedication to learning. This honor reflects a strong commitment to maintaining high standards in coursework. It also demonstrates the ability to balance rigorous studies with other responsibilities, showcasing time management and perseverance in reaching academic goals.

2016-03

### **Digital Imaging 2nd Place MadFest 2016** **Jim Haizlett**

Received 2nd Place in Digital Imaging at MadFest 2016, an art festival showcasing local talent, which recognized exceptional creativity and skill in digital artwork among high school and college competitors.

2014-06

### **Highest Achievement Award** **Becky Sancomb**

Received the Highest Achievement Award from Becky Sancomb for outstanding performance in the arts, recognizing exceptional talent and dedication among graduating students at Wheeling Central Catholic High School.



2018-04

### **Senior Exhibition now open in Nutting Gallery**

**Maureen Zambito**

<https://westliberty.edu/news/news/senior-exhibition-now-open-in-nutting-gallery/>

The senior exhibition featuring design work is now showcased at the Nutting Gallery in West Liberty University, highlighting creative achievements and engaging the community with innovative designs.

2017-08

### **Design Major Has New Name, Same Service to Non-profits**

**The Intelligencer. Wheeling News-Register**

<http://www.theintelligencer.net/life/features/2017/08/design-major-has-new-name-same-service-to-nonprofits/>

This article from The Intelligencer outlines the rebranding of a design major while emphasizing the continued commitment to providing valuable services for non-profits, which helps enhance community support.

2016-03

### **Hanbat University Partnership Builds Bridge to South Korea**

**The Trumpet Online**

<https://westliberty.edu/news/news/hanbat-university-partnership-builds-bridge-south-korea/>

The article details an enriching experience at Hanbat University, highlighting the partnership that fosters educational opportunities and cultural exchange between institutions in South Korea and the local community.

2015-10

### **Culture Fair Gives Students Global Glimpse**

**Maureen Zambito**

<https://westliberty.edu/news/news/culture-fair-gives-students-global-glimpse/>

The article discusses the Culture Fair, which offers students a global perspective, highlighting the planning efforts that contributed to its success. It emphasizes the event's educational impact and engagement.