

MAYA PB

mayapb.com
howdy@mayapb.com
860-424-6425

Education

Pratt Institute
A.O.S. Graphic Design
2010

Vassar College
B.A. Media Studies,
2008

ANN TAYLOR

Freelance Art Director, New York, NY
02/16—8/16

- Concepted Fall / Winter promotional illustrations and photo for use across digital assets to support both spontaneous sales and major multi-day promotions (Black Friday, Cyber Monday etc.).
- Designed cross-platform campaigns in collaboration with marketing and editorial teams such as:
 - A.T. Mother's Day* - floral gifting events at flagship stores plus an instagram sweepstakes
 - Destination Summer* - 6 weeks of instagram giveaways, a grand price trip to Tulum, plus in-store events and cross-promotion with the Ann Taylor credit card
 - Misc in-store/on-line events* such as new collection launches, friends and family sales, and PR/Influencer exclusives.
- Developed packaging suites for *Seasonal Capsule Collections* and *Holiday 2016* including hang tags, envelopes, gift seals, and gift cards.

INTERNATIONAL CENTER OF PHOTOGRAPHY

Senior Graphic Designer, New York, NY
09/14—10/15

- Provided art direction to outside design firm on full-site redesign of icp.org, balancing the needs of a cross-departmental team with the vision of ICP's executive director.
- Collaborated with education, curatorial, development, and marketing to translate the redesign of icp.org into a working print system including comprehensive brand guidelines.
- Designed and art-directed roll out of new style across print and digital assets including advertising, e-newsletters, stationary, social media, retail graphics, blogs, membership materials, and more.
- Art-directed architectural and lifestyle photoshoots, as well as faculty and staff portraits for icp.org.
- Designed environmental pieces including signage and exhibition graphics at Mana Contemporary, window installations at 250 Bowery, and ICP's pop-up exhibition at Photoville 2015.

BUMBLE AND BUMBLE.

Designer, New York, NY
05/13—09/14

- Packaging design for *Cityswept Finish*, *Bb.Blowdry*, *Bb.Brushes*, *Don't Blow It*, *Full Potential*, and *2015 Holiday Gift Sets*, crossing a variety of forms including boxes, aerosols, bottles, and tubes.
- Photoshoot concepting and collateral design for *Cityswept Finish*, *Bb.Blowdry*, and *Bb.Brushes*.
- Developed unique identities, photography, and illustrations for various New York salon programs.

P.S. FROM AEROPOSTALE

Associate Designer, New York, NY
02/11—04/12

- Assisted art director on concepting and execution of seasonal campaign shoots.
- Developed promotional programs and designed roll out over windows, print collateral, and in-store graphics.

PRINT DESIGN

- Fundraising materials for the Penumbra Foundation
- Seasonal program guides and member newspapers, Scandinavia House, 2014
- *Rise and Fall of Apartheid*, ICP, 2013
- *A Different Kind of Order*, ICP, 2013
- *Weegee: Murder is My Business*, ICP, 2013
- *Hiroshima: Ground Zero 1945*, ICP, 2011
- *Wing Qingsong*, ICP, 2011

EXHIBITION IDENTITIES

- *Darkness & Light*, Scandinavia House, 2014
- *New Wave Finland*, SH, 2013
- *MUNCH | WARHOL*, SH, 2013
- *OCCUPY!*, ICP, 2012

POSTER + COVER DESIGN

- String Orchestra of Brooklyn
- Schott Music Publishing