

HELLO, I'M LEIA MARIANO

16 YEARS EXPERIENCE · FAST-PACED · DEDICATED · PASSIONATE



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LEIAMARIANO.COM



LINKEDIN

EXPERIENCE

FREELANCE ART DIRECTOR AND GRAPHIC DESIGNER

AUGUST 2018 – PRESENT

- Freelanced for top design agencies while maintaining relationships with large corporations and gaining clients within existing network and word-of-mouth references
- Assisted in rebranding internal programs for large corporate brands such as Pepsi, WarnerMedia, and Netflix

PRINCESS CRUISES SENIOR GRAPHIC DESIGNER

JANUARY 2018 – AUGUST 2018

- Strategically conceived, branded, and designed high-level projects for both direct marketing and brand departments
- Directed, managed, and approved work of direct report designers
- Led creative conceiving, guided design and production of brand assets, and designed projects with cross-functional team of internal designers and external agencies and freelancers ensuring cohesive visuals across the board
- Presented creative strategy and design to teams and stakeholders, articulating and rationalizing needs against guest insights and business goals
- Worked closely with internal teams to oversee file release

PRINCESS CRUISES GRAPHIC DESIGNER

JULY 2014 – JANUARY 2018

- Played a hands-on role in the delivery of outstanding creative and results, working collaboratively within multi-discipline teams (managers, designers, and copywriters; marketing and product teams)
- Maintained an awareness of industry and visual design trends, and industry competitors, sharing with peers and the broader community and leveraging them within the design life cycle
- Implemented designs from concept to production with the ability to self-manage multiple projects and tight timelines
- Presented creative strategy and design to teams and stakeholders
- Managed and art directed photoshoots

BESIDE-U LEAD GRAPHIC DESIGNER

JULY 2013 – JULY 2014

- Directed complete company rebranding of the Europe and Asia branches to ready its launch in the United States
- Developed concepts, produced, and directed photoshoots
- Responsible for all image retouching
- Designed and delegated tasks for all marketing collateral such as web, trade show booths, look books, catalogues, brand books, textile patterns, and print ads

LEGACY GGE GRAPHIC DESIGNER

JULY 2012 – MARCH 2013

- Responsible for various marketing collateral such as television and theme park logos, movie posters, magazine ads, brochures, book design/layout, trade show booth design
- Presented creative strategy and design to key stakeholders and clients

EDUCATION

CALIFORNIA STATE UNIVERSITY LONG BEACH

BA IN ART | EMPHASIS: GRAPHIC DESIGN — 2012

AWARDS

GRAPHIC DESIGN USA

AMERICAN GRAPHIC DESIGN AWARDS — 2017 (2X)