

# Maggie Ma 🌸

Graphic + Brand Designer

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## EDUCATION

### Carnegie Mellon University

Bachelor of Design 2023

Human-Computer Interaction Minor

GPA: 3.92/4.00

## AWARDS

Dean's List '20, '21, '22

School of Design Merit Award 2022

GDUSA Students-to-Watch 2022

## SKILLS

### Software

Adobe CC

Figma

HTML/CSS

Javascript/p5.js

### Design

Graphic Design

Brand Design

Communications Design

Product Design

Interaction Design

User Experience

User Research

Print Design

Systems Thinking

Animation

Drawing/Visualizing

Storyboarding

Wireframing

Illustration

Photography

### Languages

English

Chinese

Spanish

## EXPERIENCE

### Co-Head of Brand, *Organized Chaos 2023*

Sept 2022 - Present | Pittsburgh, PA

Lead team of 13 designers to develop brand identity for CMU School of Design Senior Design Exhibition. Developed PR strategy for social media, environmental design of gallery space, art directed headshots, among other print materials.

### Brand Design Intern, *Asana*

July - Sept 2022 | San Francisco, CA

Worked alongside Core Brand Creative Pillar to support brand evolution, campaigns, and re-design Asana Academy.

### Communications Design Studio TA, *CMU School of Design*

Sept - Dec 2022 | Pittsburgh, PA

Assisted students in learning foundations of graphic design, including basics in typesetting, motion graphics, and print design.

### Brand + Print Designer, *Lunar Gala*

Sept 2021 - March 2022 | Pittsburgh, PA

Collaborate with creative team to develop visual brand identity and ideate digital/physical assets for Pittsburgh's largest fashion show.

### Interaction Design Studio TA,

### *CMU Human-Computer Interaction Institute*

Aug - Dec 2021 | Pittsburgh, PA

Provided feedback and guidance to Interaction Design students on digital product design. Advised professors in grading student work.

## PROJECTS

### Umi for **UberEats**, *CUI + Product Design + Motion Graphics*

March - May 2022 | Collaborative

Designed conversational user interface for UberEats named Umi to help users ordering food on-the-go.

### SPC Broadband Campaign, *Graphic Design*

October - December 2021 | Individual

Designed public messaging campaign calling for equal internet access, in collaboration with the Southwestern Pennsylvania Commission (SPC), Allies for Children and Metro21 @ CMU.