

GRAPHIC DESIGNER

adrianamaciaso@hotmail.com

<https://adrianamaciaso.wixsite.com/portfolio>

SKILLS

Branding

Packaging

Graphic Design

Layout

Social Media

Project Management

Wireframe/Prototyping

Interface Design

TOOLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Procreate

Adobe XD

Figma

Mailchimp

Microsoft 365

LANGUAGES

Spanish - Native

English - Fluent

EXPERIENCE

05/22 - Present

WESTON CONSULTING

Visual Communications Coordinator — July 2025 – Present

- Increased brand visibility through targeted social media campaigns and high-impact visual content
- Boosted stakeholder engagement with seasonal newsletters designed and distributed via Mailchimp
- Delivered consistent, on-brand designs for internal communications and corporate initiatives
- Produced external ads, including magazine features, to attract and convert new clients
- Improved website user experience through timely updates and design optimizations
- Chair of the Social Media Committee, leading platform strategy, content planning, and cross-team coordination

Design Coordinator — May 2022 – June 2025

- Directed team task distribution and timelines to ensure projects met deadlines and budgets
- Managed project management software, coordinating assignments and tracking progress for smooth execution
- Created and scheduled social media content, maintaining a consistent brand voice across platforms
- Designed marketing materials—brochures, flyers, and digital assets—aligned with campaign goals
- Coordinated and designed the company newsletter to keep stakeholders informed and engaged
- Partnered with leadership to create project trackers and time–task matrices, improving budget control and deadline compliance

07/20 - 05/22

RE/MAX MILLENNIUM

Graphic Designer

- Designed social media content for agents and corporate accounts, ensuring brand consistency and alignment with business goals
- Created and managed paid advertising campaigns to generate leads for real estate recruitment and preconstruction projects across the GTA
- Designed user interfaces for several internal websites, including developing an app version to enhance user accessibility
- Developed targeted email campaigns tailored to diverse audiences, boosting engagement and conversion rates.

	EDUCATION
	09/17 - 04/20 GRAPHIC DESIGN ADVANCED DIPLOMA Fanshawe College Dean's Honour Roll (3 times) 07/24 - 09/24 UX DESIGN CERTIFICATION Brainstation
	VOLUNTEERING
	04/24 - 05/24 USER EXPERIENCE (UX) ADVISORY GROUP VMC SIGNAGE PILOT PROGRAM City of Vaughan Participated in evaluating signage in the Vaughan Metropolitan Centre to improve wayfinding through enhanced maps, directions, colors, and symbols. Focused on improving design, accessibility, and overall user experience of the pilot signage system.