

MAYA ELLSWORTH

Designer

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PROFILE

Graphic designer with 6 years across brand identity, packaging, and digital campaigns for retail and CPG clients. Known for turning fuzzy marketing briefs into clean visual systems that hold up across print, web, and social. Comfortable presenting concepts to stakeholders and shepherding files through production.

KEY SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Brand identity systems
- Packaging design
- Typography
- Print production
- Motion basics (After Effects)
- Webflow
- Client presentations

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Northstead Creative, Portland, OR | 2021 to Present | 2021 - Present

- Led rebrand for a regional bakery chain spanning 14 storefronts, including logo, signage, packaging, and a 60-page brand guidelines doc
- Designed seasonal campaign assets (web banners, paid social, in-store posters) that helped lift email click-through from 2.1% to 4.7%
- Built a Figma component library used by 3 designers and 2 marketers, cutting average asset turnaround from 5 days to under 2
- Partnered with copywriters and a freelance illustrator on a national holiday campaign featured in Communication Arts Fresh column
- Mentored a junior designer through portfolio reviews and weekly crits

Graphic Designer

Halverson & Pine Agency, Portland, OR | 2019 to 2021 | 2019 - 2021

- Produced print and digital collateral for 12+ small business clients, ranging from wineries to dental practices
- Redesigned a SaaS client's website with the dev team, contributing to a 32% drop in bounce rate on the pricing page
- Owned weekly social templates for a fitness brand and trained their in-house marketer to update them in Canva
- Prepped print-ready files for trade-show booths, catalogs, and direct mail with vendor coordination

EDUCATION

BFA in Graphic Design, Pacific Northwest College of Art, 2019

Type West summer intensive, Letterform Archive, 2022