

# Marissa Panganiban

graphic designer: web | print | interactive

## Work Experience

**How To Wow Design, Inc.** 2008 - Present

### Creative Director

Providing on-site and off-site traditional and digital marketing solutions, from branding to front-end development, from tradeshow booth design to social media marketing and everything in between to national clients across B2B and B2C industries as varied as educational institutions, political candidates, food & beverage products, data centers, waste disposal companies, health providers, you name it.

**A+ Media, Inc.** 2011 - 2018

### Freelance Graphic Designer

Provided web design, creative direction, email marketing, and print design services for this custom publishing company, for various educational institutions across the country.

**Blue Chip Marketing** 2014, 2015, 2017

### Freelance Digital Designer

- Art direction and design of customer-facing websites and client portals across a variety of industries, and collaborating with UI/UX designers and the web development department to incorporate internally designed CMS platforms, implemented using a scrum development methodology. Primarily working in Sketch and inVision to develop moodboards, style tiles, and responsive website designs.  
- Art direction and design of email campaigns, websites, and social media marketing materials across a variety of B2C clients, evolving branding and materials from the traditional marketing department to digital.

4137 N. Narragansett Ave #7, Chicago, IL 60634

847.867.9157

marissa@howtowowdesign.com

**Latisys**

2009 - 2015

### Freelance Graphic Designer

From creative direction to graphic design to product design to social media to front-end development, created the company's branding and full line of marketing materials across traditional and digital media.

**The Pampered Chef**

2011

### Freelance Web Designer

Creative direction, design, and development of email marketing campaigns, website development, and customer portals to maximize consultant recruitment and sales.

**The MX Group**

2005 - 2008

### Associate Art Director

Designer, developer, and lead on a large quantity and wide variety of print and interactive projects for a multitude of clients in this fast-paced, full-service marketing agency. Worked with account managers and clients to execute on full branding campaigns which included award-winning projects ranging from web sites to eNewsletters, to printed pieces which included company collateral, ads, direct mail, and tradeshow signs. Depending on the project, worked independently and collaboratively as a lead designer, manager, programmer, or production artist. Helped develop the current company philosophy and procedures for effective and efficient interactive media application, and specializes in SEO strategy and standards-compliant execution.

## Education

**Loyola University Chicago** 2000 - 2004

Bachelor's of Arts and Sciences, Fine Arts with an emphasis on Visual Communication, Minor in Computer Science

## Professional Skills

**Sketch**

**Zeplin**

**inVision**

**Keynote**

**Wordpress**

**HTML**

**CSS**

**NGP VAN**

**Adobe Creative Cloud:**

Adobe Photoshop

Adobe InDesign

Adobe Dreamweaver

Adobe Illustrator

Adobe Acrobat Pro

**Microsoft Office:**

PowerPoint

Word

Excel

**Fun Fact:** I travel extensively and have been living in Rome, Italy for over 2 years. I'm fluent in Italian and certified at a B2 level!