

Contact me

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Portfolio

www.marielpevans.com

Education

Bowling Green State University

Bachelor of Science in Visual
Communication Technology
2013 - 2017

Software

Adobe Acrobat
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Google Workspace
Microsoft Excel
Microsoft PowerPoint
Microsoft Word

Associations

AIGA
Member since 2018

Barton Woods HOA Board

- Vice President, 2024, 2023
- At Large, 2022

Achievements

ASBPE (American Society of Business Publication Editors)

2024 Azbee Awards of Excellence

- Regional Silver Award

2023 Azbee Awards of Excellence

- Regional Bronze Award (2)

2022 Azbee Awards of Excellence

- Regional Silver Award
- Regional Bronze Award

2021 Azbee Awards of Excellence

- National Silver Award (2)
- Regional Gold Award
- Regional Silver Award
- Regional Bronze Award

WTWH Media

2021 Willing to Work Harder Award

College Activities

Sigma Kappa Sorority

Fall 2013 - Spring 2017

- President, 2016
- Vice President of Finance, 2015

BGSU Falcon Marching Band

Fall 2013 - Fall 2016

Mariel P. Evans

Work Experience

Longwood University • Remote

Freelance Graphic Designer • May 2024 - Present

- Designed and developed a visually compelling brochure for Arts Day, tailoring the layout and content to effectively promote campus programs and events.
- Conceptualized and created a logo for the Center for Career Success, establishing a consistent and professional brand identity.
- Produced an informative handout for the Center for Career Success, collaborating closely with staff to ensure clarity and engagement.
- Updated and redesigned previous brochures, ensuring all content was accurate and reflected the latest information while maintaining high visual standards.

WTWH Media, LLC • Cleveland, OH

Senior Graphic Designer • April 2023 - May 2024

Graphic Designer • November 2018 - April 2023

- Directed and designed the visual content and layouts for print and digital magazine publications, including *Design World*, *Fluid Power World*, *R&D World*, and *Solar Power World*.
- Utilized Adobe InDesign, Illustrator, and Photoshop to conceptualize and produce designs for marketing and sales materials, social media, print and digital magazines.
- Partnered with editorial teams to cultivate, refine, and bring to life a distinctive vision tailored to each publication's unique identity from concept to final print production.
- Collaborated closely with printers and production teams to ensure accurate color reproduction, proper file preparation, and timely delivery of print materials, maintaining high-quality standards throughout the production process.
- Utilized Adobe Photoshop to execute photo editing, including color correction, retouching, manipulation, enhancing the visual impact, and quality of imagery across various projects and publications.
- Transformed raw data and information into visually compelling narratives such as charts, graphs, icons, and illustrations to enhance comprehension and retention.
- Utilized Adobe Illustrator to design logos, crafting visually appealing brand identities with attention to detail and scalability.

Shurtape Technologies, LLC • Avon, OH

Graphics Intern • January 2018 - April 2018

Graphics Intern • May 2017 - August 2017

- Crafted and manipulated product packaging using Adobe InDesign, Illustrator, and Photoshop, adhering to strict brand standards and effortless integration with manufacturing procedures.
- Produced a diverse array of web and print collateral utilizing Adobe Creative Cloud, including banner ads, YouTube thumbnails, brochures, posters, and magazine ads for a range of purposes such as trade show exhibits, sales meetings, and the renowned 14th Annual Duck Tape Festival.
- Fabricated over 1,500 mock-ups, serving as tools for sales presentations, marketing meetings, and photography.

BrandMuscle • Cleveland, OH

Graphic Operations Intern • May 2016 - August 2016

- Elevated creative content for clients such as Allstate, Chick-fil-A, Huntington Bank, and Panera Bread, utilizing Adobe Creative Cloud tools while adhering to strict deadlines.
- Spearheaded the coordination of an office-wide fundraising initiative and a community service event, taking charge of designing all associated marketing collateral.

BGSU Recreation and Wellness • Bowling Green, OH

Marketing Attendant • August 2016 - May 2017

Marketing Attendant • January 2016 - May 2016

- Revitalized biweekly "Stall Talks," a campus wide printed health news source across dorms and campus facilities. Collaborated with students and faculty to gather relevant information, crafting content and graphics for 14 editions using Adobe InDesign. Efficiently coordinated the production and distribution of 1,500 copies every other week.
- Collaborated closely with staff members to overhaul and rebrand all print, social, and web collateral for Forrest Creason Golf Course. Acquired a comprehensive understanding of golf, including its rules, techniques, and cultural nuances. Photographed the course to create captivating imagery for promotional materials.
- Enhanced existing documents to align with departmental standards. Produced a diverse array of web and print collateral utilizing Adobe Creative Cloud, including event invitations, brochures, posters, web graphics, and newspaper ads for a range of purposes such as campus bulletins, the campus website, campus events, and more.