



Mariah Colón

Art Director

Contact

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Education

M.A. Advertising, 2020
Texas Creative, Art Direction
The University of Texas

B.A. Communication, 2017
Journalism, New Media
Texas A&M University

Skills

Adobe

Illustrator
Photoshop
Premiere Pro
After Effects
Audition
InDesign

Art Direction

Ideation
Photography
Branding
Social Media
Management
Video editing

Favorites

Band: Arcade Fire
Album: The Suburbs
Movie: Juno/Fight Club
Show: New Girl
Book: Steal Like an Artist

Work

Art Director/Designer, Immersion, Aug 2018 - Present

Design shop in Austin, TX

- Designed 100+ pieces of marketing material for local and national clients
- Collateral includes advertisements, brand guidelines, logos, and event flyers

Marketing Coordinator, ProEquity, July 2020 - Present

National asset management company

- Create leasing material for commercial real estate clients
- Assist marketing director in daily internal marketing operations
- Designed and updated website for 2020 launch.

Art Direction Intern, Partners + Napier, June 2019 - Aug 2019

Advertising agency in Rochester, NY

- Collaborated on ideation and visual aspects of Vine Creative Studios campaigns
- Clients: Pacifico, Robert Mondavi Winery, Modelo, and Buffalo Wild Wings

Digital Art Director, Reverent Media, Jan - May 2018

Production company in Houston, TX

- Managed and produced all Reverent Media LLC social and blog content
- Concepted and produced a wedding planning guide for publication

Life and Arts Editor, The Battalion, Aug 2017 - Dec 2017

Interim Managing Editor, The Battalion, May - Aug 2017

Writer/Social Media Producer, The Battalion, May 2016 - May 2017

Newspaper in College Station, TX

- Facilitated the production of online, print, and special edition summer content
- Wrote 50+ stories with a focus in Life & Arts and News reporting
- Created graphics and interactive media for a Snapchat partnership with Snap. Inc.

Awards

MAIP Art Direction Fellow, 2019 & 2020

- Selected in 2020 by Adam&EveNYC and in 2019 by Partners + Napier
- Completed a 22-week fellowship program and a 12-week discipline training
- Led a team that won best campaign during MAIP 2020 for Whataburger

IMI Fellow, June - Aug 2019

- Led a group of undergraduate students in social media strategy and production
- Critiqued designs, blog content, and concepts for the Institute for Media Innovation

Involvement

Graphic Communication TA, 2019 - 2020

Creative Director, Advertising Graduate Council, 2019 - 2020

Chapter Member, AAF, 2016 - 2020

Chapter Member, AIGA, 2016 - 2020

Radio Host, KANM, 2015 - 2017