



## 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  
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*

- Design marketing material for local and national clients
- Collateral includes print, social, direct mail, logos, and brand guidelines

### Marketing Coordinator, ProEquity, July 2020 - Present

*Asset management company in El Dorado Hills, CA*

- Create leasing material for commercial real estate clients
- Assist marketing director in daily internal marketing operations
- Concepted and art directed company 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
- Collateral included print and social work
- Clients: Pacifico, Robert Mondavi Winery, Modelo, and Buffalo Wild Wings

### Digital Art Director, Reverent Media, Jan 2018 - May 2018

*Production company in Houston, TX*

- Managed and produced all Reverent Media LLC social and blog content
- Concepted and collaborated on the production of wedding planning guides

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

### Interim Managing Editor, The Battalion, May 2017 - 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 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 2019 by Partners + Napier and in 2020 by Adam&EveNYC
- 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 2019 - 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