



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
- 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 producing 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