

Contact me!

Mariel P. Evans
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Portfolio

www.marielpevans.com

Education

Bowling Green State University

Bachelor of Science in Visual
Communication Technology
2013 - 2017

Programs

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Canva
- Figma
- Google Workspace
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Monday.com
- WordPress

Skills

- CMS Workflow
- Collaboration
- Color Theory
- Data Visualization
- Leadership
- Project Management
- Time Management
- Visual Storytelling

Organizations

HOA Board

- President, 2025
- 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 brochures, flyers, posters, handouts, schedules, and t-shirts for academic departments, offices, and student programs including Art, Communication, Education, Kinesiology, Music, ROTC, Sciences, Social Work, and Theatre.
- Produced digital and print promotional assets for Admissions Open Houses, Immersion Days, Family Weekend and Commencement.
- Updated financial aid, honors, and teacher preparation collateral to improve clarity and consistency across student communications.
- Delivered production-ready files, ensuring accurate brand identity and timely completion while also working a full time role.

Global Electronics Association (formerly known as IPC) • Remote

Magazine Layout Designer • October 2024 - November 2025

- Designed and organized the layout for three monthly and one quarterly trade magazines, including *Design007*, *PCB007*, and *SMT007*, averaging 80+ pages each.
- Assembled and prepared editorial content, graphic elements, and advertisements to create clear, reader-friendly publications, applying advanced typography, hierarchy, and composition skills to craft visually compelling magazine layouts.
- Balanced multiple monthly production schedules simultaneously in a fast-paced environment, demonstrating exceptional organization, attention to detail, and follow-through.
- Partnered with cross-functional teams, communicating clearly to align creative solutions with editorial and production needs.
- Performed quality checks for accuracy and consistency, ensuring high standards and on-time delivery.

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

- Designed original product packaging and updated existing packaging files using Adobe InDesign, Illustrator, and Photoshop while maintaining brand and manufacturing accuracy.
- Produced web and print collateral, including banner ads, thumbnails, brochures, posters, and magazine ads, for trade shows, sales meetings, and the Duck Tape Festival.
- Created 1,500+ product mockups for sales presentations, marketing meetings, and photography.

BrandMuscle • Cleveland, OH

Graphic Operations Intern • May 2016 - August 2016

- Designed 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

- Designed and produced 14 editions of biweekly Stall Talks health newsletter; coordinated printing and distribution of 1,500 copies across campus.
- Rebranded print, web, and social collateral for Forrest Creason Golf Course; created promotional photography and graphics.
- Produced web and print collateral including invitations, brochures, posters, web graphics, and ads for campus bulletins, events, and publications.