

# Maribel P. Evans

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## Summary

Graphic designer with 8+ years of experience across print, digital, and brand design – spanning magazine layout, marketing collateral, packaging, and identity work for trade, education, and consumer clients. Recognized by the American Society of Business Publication Editors (ASBPE) with multiple regional and national Azbee Awards. Skilled in Adobe Creative Cloud production, cross-functional collaboration, and delivering polished, on-brand work across simultaneous deadlines.

## 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.

**Global Electronics Association (formerly known as IPC)** • Remote

**Magazine Layout Designer** • October 2024 - November 2025

- Designed and organized layout for one monthly and three quarterly trade magazines, including *Community Magazine*, *Design007*, *PCB007*, and *SMT007*, averaging 80+ pages each issue.
- Assembled editorial content, graphics, and advertisements into clear, reader-friendly layouts using strong typography, hierarchy, and composition.
- Managed multiple concurrent monthly production schedules in a fast-paced environment, staying on top of deadlines without sacrificing quality.
- Worked directly with editorial and production teams to keep design decisions aligned with content goals and publishing timelines.

**WTWH Media, LLC** • Cleveland, OH

**Senior Graphic Designer** • April 2023 - May 2024

**Graphic Designer** • November 2018 - April 2023

- Directed visual design and layout for four national trade publications – *Design World*, *Fluid Power World*, *R&D World*, and *Solar Power World* – across print and digital editions.
- Produced marketing, sales, and social media materials in Adobe InDesign, Illustrator, and Photoshop, supporting campaigns alongside monthly magazine production.
- Partnered with editorial teams from concept through final print production, shaping a distinct visual identity for each publication.
- Coordinated with printers and production vendors on color accuracy, file prep, and delivery schedules.
- Retouched and color-corrected photography in Photoshop to strengthen visual quality across editorial and marketing imagery.
- Converted raw data into charts, graphs, icons, and illustrations to improve reader comprehension.
- Designed logos and brand identities in Illustrator, balancing visual appeal with scalability across applications.

**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 materials, including banner ads, 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, using Adobe Creative Cloud tools.
- Spearheaded an office-wide fundraising initiative and community service event, 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 the biweekly Stall Talks health newsletter, coordinating printing and distribution of 1,500 copies across campus.
- Rebranded print, web, and social assets 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.

## Education

**Bachelor of Science in Visual Communication Technology**

Bowling Green State University  
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

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

## 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

## Organizations

**HOA Board**

- President, 2026, 2025
- Vice President, 2024, 2023
- At Large, 2022

**Sigma Kappa Sorority**

Fall 2013 - Spring 2017

- President, 2016
- Vice President of Finance, 2015