

contact



marissajlucci@gmail



[Redacted phone number]



livingbylucci.com



livingbylucci

TECHNICAL SKILLS

Adobe Creative Cloud Programs
Branding + Logo Design
Typography + Color Theory
Print + Digital Design
Image Editing + Retouching
Figma + Adobe XD
Interior Design + Moodboarding
Procreate + Digital Drawing

PERSONAL SKILLS

Creativity
Adaptability
Strong Organization
Attention to Detail
Critical Thinking
Willingness to Learn

EDUCATION

Bachelor of Fine Arts
Concentration in Graphic Design
Adelphi University - 2017
Proficiency Certificate in UX Design
Coursera - 2023

HONORS

BFA Graphic Design Exhibition
Award of Merit
OAK Leadership Honors Society
ΔΦΕ Foundation Award
Involvement Recognition Award
Dean's Talent Award

marissa lucci

graphic | interior | UX+UI *designer*

RELEVANT EXPERIENCE

Living By Lucci

05.2019 to Present

Owner + Freelance Graphic Designer + Interior Designer

- Collaborating with clients to understand their vision, requirements, and aesthetic preferences to personalize each design.
- Planning and executing interior design plans for residential and commercial spaces, aligning with client preferences and budgetary constraints.
- Designing compelling visual identities, logos, and branding materials for diverse clients incorporating their unique brand values and identity guidelines.
- Producing engaging digital assets and content for social media platforms to enhance brand visibility and user engagement.
- Proficiently utilizing Adobe programs to execute design concepts and delivering high-quality final products.

New Hampshire Orthopaedic Center IT Project Manager + Brand Designer

09.2020 to Present

- Developing digital and printed materials for both internal and external purposes.
- Conceptualizing and constructing the internal company website using WordPress, overseeing all subsequent updates.
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- Coordinating the implementation and maintaining of software & hardware solutions company-wide including providing regular technical support.

BQ Electric Office Manager

01.2018 to 02.2020

- Designing all marketing collateral for advertisements and office use.
- Supporting 15 technicians and 2 estimators by maintaining complex schedules and preparing contracts and invoices.
- Providing exceptional customer service to clients, various agencies, and townships through multiple communication channels to coordinate appointments and electrical inspections.

Zazen Bear Marketing Coordinator

10.2017 to 01.2018

- Generating digital assets and custom content and collateral for Zazen Bear website, email communications, and in-store marketing campaigns.
- Managing and creating content for all social media channels resulting in significant growth in engagement and followers.
- Collaborating with public relations firm to partner with various media outlets to plan and execute promotional events and strategic media placements

Full Circle Home Marketing Intern

01.2017 to 04.2017

- Strategizing and executing multi-tier marketing campaigns for a global brand including photography, video, social, printed ads, email marketing, influencer partnerships and international and domestic trade shows.
- Creating & managing all content for Creo's social media accounts increasing following by 25% within 3 months.
- Completing social media analytics, competitive analysis reports and tracking brand mentions in the media.
- Generating and rolling out creative marketing strategies for new product launches and collaborating on pattern designs featured on products.