

MAEVE MALLERS

Graphic Designer

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maevemallers-graphicdesign.com

PROFESSIONAL SUMMARY

Creative graphic designer with 4+ years of experience developing impactful visual identities, digital experiences and written content creation for businesses that range from entrepreneurial ventures through the Fortune 200 in industries that include entertainment, technology, food, sustainability, and supply chain/transportation. Expertise in brand and logo development, website and UI/UX design, social media campaigns, promotional video, collateral, proposals and decks, trade show promotions, newsletters, technology training materials and graphic standards. Proven track record of delivering high-quality projects that drive user engagement and quantifiable results.

Digital proficiencies include Adobe Creative Suites Illustrator (Photoshop, InDesign, Premier, Acrobat), Figma, Storylane, Canva/Visme, Microsoft Office Suite (Word, Excel), Constant Contact, Google Suite, AWS image management (server S3 bucket), HTML/CSS, Wordpress, Chat GTP, Claude, Gemini

PROFESSIONAL EXPERIENCE

Design and Marketing Manager

May 2023-January 2026

Aramark Corporation/MaetaData division

Chicago and Philadelphia (working remote from Brooklyn, NY)

- Led marketing, design and content strategy for MaetaData, an AI-driven technology platform that brings transparency and storytelling to food supply chains. The company was acquired by Aramark Corporation, a Fortune 200 food industry leader, in 2023 as its brand for sustainable, local and diverse sourcing reporting and analytics.

MaetaData continues to operate as an independent entity with external enterprise clients that include Sysco Corporation, Delta Air Lines, the Mayor's Office of the City of New York, and the University of California.

- Led complete back and frontend website redesign of MaetaData.com in Wordpress, incorporating widgets and tools that provide parallax scrolling, flip cards and embedded video. Visit maetadata.com.
- Collaborated on AI-driven analytics and reporting template designs for Delta Air Lines, the University of California, Sysco Corporation and Aramark in Microsoft PBI.
- Designed and managed all of MaetaData's branding for social media/lead generation, including original campaign and brand development for 4 Families of Local, MaetaMetric Monday, 4 Families Friday, and Data University.
- Designed and created/edited written content for collateral, Power Point presentations, proposals, trade show materials, educational webinars and email marketing/lead gen campaigns for MaetaData and Sysco Corporation.
- Designed Branding, Landing Pages, Resource Centers, Training Materials for two of Aramark's proprietary software solutions, Sysco Corporation, Delta Air Lines and the University of California. Resource Centers included technology walk-throughs using Storylane.
- Utilized AI (Chat GTP, Gemini, Claude) for sustainability market research in the Higher Ed space for MaetaData competitive analysis and lead generation efforts.

Part-Time Video Design

Stripmall Productions | Los Angeles, CA

2020-present

- Assist with special effects for video production company specializing in the entertainment/music industry.
- Design and create digital art videos for emerging musical artists.

Interactive Technology Intern

FarmLogix, LLC | Chicago, IL

2020-present

Designed online games and interactive educational videos for Chicago Public Schools to engage students in the farms story behind their lunch. Updated website and video content, and ran all promotions for an onsite farmer visit program.

Freelance Design and Creative Arts Endeavors

Chicago | New York City | Los Angeles.

2020-present

Varied and consistent freelance work with award winning and recognized work that includes video, website and promotional design, as well as art installations. Samples available upon request.

EDUCATION

Bachelor of Fine Arts

School of the Art Institute of Chicago | Chicago, IL | Graduated May 2022

Graduate of the Studio Art program with a focus in New Media and Fiber Arts. Extensive coursework in art and technology.

Recipient of Distinguished Scholars four-year merit scholarship.

SKILLS

Design Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premier Pro)
- Figma
- Visme/Canva
- Storylane (technology walk-throughs)

Technical Skills

- HTML/CSS
- WordPress
- Constant Contact (email marketing)
- UI/UX Design
- Video Production
- Fiber Arts
- Illustration and Painting
- Content Creation (copywriting and editing)

Design Specialties

- Brand Identity
- Typography
- Print Design
- Digital Marketing
- Social Media
- Presentations
- Decks
- Training Materials

Project Management

- Client and Team Communication
- Creative Direction
- Time Management

HOBBIES

- Painting and fiber arts, exhibiting my work
- Improv and stand-up, acting
- Travel and hiking