

# MAIA KENNEDY

Senior Designer | Photographer

## CONTACT

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978-430-1960

## SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Illustrator
- Adobe Acrobat
- Adobe XD
- Boxshot 3D
- Keynote
- Microsoft Office

## CREATIVE SKILLS

- Graphic Design
- Logo Design
- Marketing Design
- Package Design
- Social Media Design
- Website Design
- Wireframing

## PHOTOGRAPHY SKILLS

- Full-frame DSLR Photography
- Photo Editing & Manipulation

## SOFT SKILLS

- Collaboration
- Communication
- Problem-Solving
- Project Management
- Team-building
- Technical Support

Senior designer with 20+ years of experience in publishing, marketing, and social media. Enjoys collaborating with a team to build on ideas, problem-solve, and use creative-thinking to find solutions. Takes pride in working independently as well as taking the lead to manage projects.

## EXPERIENCE

Pimsleur Language Programs (Simon & Schuster Audio, ViacomCBS)  
**Senior Designer, 2011-Present**  
Designer, 2004-2011  
Production Designer, 2001-2004  
Editorial Assistant, 1997-2001

- Design & create packaging and marketing materials (both print and online) that adhere to our established branding standards
- Track and maintain version control of design materials and photo assets
- Support marketing team, create and schedule monthly creatives for multiple online promotions
- Utilize experience as a photographer to find captivating and engaging stock photography to use for marketing, packaging, and sales
- Brainstorm with editorial team to offer numerous solutions for concept, layout, and theme to design blog
- Collaborate to design creatives and videos for social media
- Develop wireframes to assist with development of website and mobile app
- Work with layouts using multiple languages, including ones using non-roman alphabets. Trouble-shoot issues with foreign-language fonts
- Assist Simon & Schuster Audio with projects revising book cover layouts for audiobook packages

## Professional Photographer, 2011- Present

- News, Events (corporate & private), Aviation (inc. air to air), Portraits, Sports, Wildlife, & Macro
- Create balance in imagery with thoughtful composition
- Retouch & edit photos in Lightroom and Photoshop
- Organize and manage years of digital images

## EDUCATION

Emerson College, B.S. Theatre Arts Management  
Parsons School of Design, Graphic & Digital Design Certificate  
Emerson College, Web Design Certificate

## VOLUNTEER WORK

Military Friends Foundation (501c3 organization)  
**Lead Photographer, Social Media Designer, Committee Member, Event Planner, 2014-Present**