



MARIBEL CAHILL

GRAPHIC DESIGNER

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SKILLS

Adobe

Illustrator • Photoshop
InDesign • Bridge
Firefly • Workfront

Traditional

Charcoal • Watercolor
Color Pencil • Graphite

Microsoft

Powerpoint • Excel
Word • Outlook • Teams

EXPERIENCE

Senior Graphic Designer, *October 2022 - Present*

Victorinox, Monroe, CT

- Translate input and direction into creative concepts of Marketing materials for all media, including but not limited to: advertising, sell sheets, brochures, packaging, signage, and online assets.
- Work collaboratively with Marketing Leads to ensure creative strategies support overall marketing communication objectives and adhere to brand graphic identity.
- Prioritize assignments with Marketing team members and offer solutions to resolve project-scheduling conflicts.
- Develop and share best practices, examples or processes that will improve overall project outcome as well as continuous collaboration with Creative team to identify common issues and develop and share solutions.

Lead Designer, *February 2018 - October 2022*

Save the Children, Fairfield, CT

- Developing dynamic and visually compelling material that support U.S. and global initiatives.
- Design 360° integrated marketing campaigns, digital banner ads, reports (printed and digital), website graphics, email campaigns, social post visuals.
- Work in partnership with internal stakeholders, creative and digital web production teams to create and deliver on integrated global marketing programs and campaigns.

Temp Custom Production Artist, *October 2017*

Vineyard Vines, Stamford, CT

- Support the Custom and Corporate Sales team to develop and execute designs for ties, scarves, totes, belts, embroidery, etc.
- Understand and implement brand guidelines properly.
- Manipulate graphics as per request (editing, retouching color correction, file conversion).

EDUCATION

Bachelor of Arts, May 2015

Concentration in Graphic Design, Emphasis in Illustration

Sacred Heart University, Fairfield CT

GPA: 3.6