

# Maria Gaston

UX/UI/Graphic/Industrial Designer

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## Experience

### 501 Auctions | Designer

📅 June 2015 - Ongoing 📍 Brooklyn, NY

- Leading and planning of design for web based bidding platform with an emphasis on UI, UX, content and design solutions
  - Creating deliverables (wireframes, high fidelity mockups)
  - Defining overall hierarchy and architecture of various sections of the platform, from admin to client side
- Worked closely with sales and marketing department to design all direct sales internal and client related materials and marketing promotions
  - Designing a wide range of marketing materials (web and print graphics, trade show banners and more)
  - Direct contact with printer, suppliers and manufacturers for branded products
  - Redesigned sales contracts, reports, presentations and more
- Ensuring brand consistency through all internal and external company materials (business cards, greeting cards, stamps, mailing labels, sales and marketing products)

### MOD Worldwide | Design Intern

📅 June 2014 - May 2015 📍 Philadelphia, PA

- Lead design contributor to developing promotional package for Microsoft
- Conceptualized, prototyped and produced a charitable gift for the Children's Hospital of Philadelphia on behalf of the company
- Design contributor for creation of branded company packaging

### Busybee Design | Design Intern

📅 May 2013 - August 2013 📍 Philadelphia, PA

- Worked closely with lead designer to assist with client interior design projects
  - Assisting with client meeting and preparing client presentations
  - Selecting and sourcing products, materials, furniture and wallpaper selections for client specific projects
  - Performing pricing and staging on client homes

### The Walt Disney Company | Intern

📅 January 2011 - August 2011 📍 Orlando, FL

- Cast member, engaged in field experiences and activities to highlight Walt Disney World's lines of business.

## Education

### Springboard

UX Design Certification

📅 January 2017 (Ongoing)

### The University of the Arts

Bachelors of Science in Industrial Design

📅 August 2012 - May 2015

Noteworthy Courses (UArts):

Human Factors & Mechanics

Design Communications

Behavior & Research

### Broward College

Graphic Design

📅 August 2010 - May 2012

## Strengths

User Centered Focus

Research & Analysis

Prototyping

Design Aesthetic

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Sketch App

InVision Prototyping

2015 The University of the Arts  
Presidents Award

2013 & 2015 The University of the Arts  
The Industrial Design Program Citation  
Merit Award

2013 The University of the Arts  
The Jane Darley Naeye Scholarship Award

2013 The University of the Arts  
Promising Young Artist Scholarship Award

2010 The School Board of Broward County  
Arts for the Future Scholarship Award