

Marissa Panganiban

graphic designer: web | print | interactive

4137 N. Narragasset Ave #7, Chicago, IL 60634
847.867.9157
marissa@howtowowdesign.com

Work Experience

How To Wow Design, Inc. 2008 - Present
Creative Director

Providing on-site and off-site traditional and digital marketing solutions, from branding to front-end development, from tradeshow booth design to social media marketing and everything in between to national clients across B2B and B2C industries as varied as educational institutions, political candidates, food & beverage products, data centers, waste disposal companies, health providers, you name it.

A+ Media, Inc. 2011 - 2018
Freelance Graphic Designer

Provided web design, creative direction, email marketing, and print design services for this custom publishing company, for various educational institutions across the country.

Blue Chip Marketing 2014, 2015, 2017
Freelance Digital Designer

- Art direction and design of customer-facing websites and client portals across a variety of industries, and collaborating with UI/UX designers and the web development department to incorporate internally designed CMS platforms, implemented using a scrum development methodology. Primarily working in Sketch and inVision to develop moodboards, style tiles, and responsive website designs.
- Art direction and design of email campaigns, websites, and social media marketing materials across a variety of B2C clients, evolving branding and materials from the traditional marketing department to digital.

Latisys 2009 - 2015
Freelance Graphic Designer

From creative direction to graphic design to product design to social media to front-end development, created the company's branding and full line of marketing materials across traditional and digital media.

The Pampered Chef 2011
Freelance Web Designer

Creative direction, design, and development of email marketing campaigns, website development, and customer portals to maximize consultant recruitment and sales.

The MX Group 2005 - 2008
Associate Art Director

Designer, developer, and lead on a large quantity and wide variety of print and interactive projects for a multitude of clients in this fast-paced, full-service marketing agency. Worked with account managers and clients to execute on full branding campaigns which included award-winning projects ranging from web sites to eNewsletters, to printed pieces which included company collateral, ads, direct mail, and tradeshow signs. Depending on the project, worked independently and collaboratively as a lead designer, manager, programmer, or production artist. Helped develop the current company philosophy and procedures for effective and efficient interactive media application, and specializes in SEO strategy and standards-compliant execution.

Education

Loyola University Chicago 2000 - 2004

Bachelor's of Arts and Sciences, Fine Arts with an emphasis on Visual Communication, Minor in Computer Science

Professional Skills

Sketch

Zeplin

inVision

Keynote

WordPress

HTML

CSS

NGP VAN

Adobe Creative Cloud:

Adobe Photoshop

Adobe InDesign

Adobe Dreamweaver

Adobe Illustrator

Adobe Acrobat Pro

Microsoft Office:

PowerPoint

Word

Excel

Fun Fact: I travel extensively and have been living in Rome, Italy for over 2 years. I'm fluent in Italian and certified at a B2 level!