

## Designer and Art Director

Extensive experience providing innovative design solutions for print and digital applications. Proven ability to make content as clear and engaging as possible for the user. In the role of art director, I leverage my design expertise and communication skills to guide the entire project team through the design process with success. Proficient in analog and digital media. Strong writing, proofreading, and copyediting skills.

## Experience

### Cengage Learning, Boston MA and San Francisco, CA

Senior Designer

February 2018–March 2019

Senior Art Director

February 2012–January 2018

Execute priority digital and print designs supporting diverse disciplines (Psychology, Sociology, Social Work, English, Communication, Theater, Radio/TV/Film, Religion, and Philosophy).

- Conceptualize and create visual design assets for use in educational content for both digital and print media products.
- Create cover designs, interior layouts, illustrations, wireframes, and prototypes, using tools such as the Adobe Creative Suite, Sketch, and InVision.
- Support Media Production partners on tight deadlines by creating illustrations for animation.
- Partner with Media Production, Marketing, Editorial, and Production partners to deliver design materials within deadlines and budget.
- Mentor new Cengage Creative Studio hires, quickly bringing them up to speed on Cengage design processes and standards and supporting them through their initial projects.
- Use Cengage Creative Studio experience and understanding of Editorial/Production processes to develop comprehensive design transmittal training materials for Editorial partners.

Art Director

February 2007–February 2012

Art direction of 15–20 book interior and cover designs per year. Worked with Editorial, Marketing, and Production partners to complete projects under deadline and within budget.

- Coordinated and art directed photo shoots to build a bank of unique cover images for the series. Created a cohesive brand story for the series cover within budget.
- Used experience hiring and managing freelancers to build a pool of contacts who could quickly and reliably execute designs for each title's discipline and market.

## Contact

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## Portfolio Site

marissafalco.com

### **Content Project Manager**

April 2005–February 2007

Managed day-to-day production work on 10–20 print books per year. Coordinated daily workflow and milestones with internal editorial team, freelancers, and composition vendors.

- Developed rapport with internal stakeholders and authors and an understanding of the subject area that allowed me to seamlessly transition to my role as art director with the same team.

### **Elsewhere Philatelic Society**

#### **Designer/Event Planner**

November 2016–Present

Collaborate with art collective partners to plan, create, write, design, and playtest interactive installations and events in the Bay Area. Design and coordinate production of print materials in support of projects and events.

- Art-directed an instructional video in order to encourage engagement beyond the initial installation, leading participants toward subsequent events and installations.

### **marissaland.com**

#### **Freelance Illustrator**

January 2009–Present

### **Small Craft Advisory, LLC, Greater Boston, MA**

#### **Designer/Event Planner**

August 2008–December 2012

Created and presented Bazaar Bizarre and Union Made art and fine craft markets in the metro Boston area, along with various smaller, related events throughout the year.

- Coordinated logistics to host a one-day holiday craft market that brought in over 3,000 shoppers to an event featuring 100+ independent art vendors.
- Built budgets and tracked expenses for events; managed contracts with city and building facilities, catering, and other entities.
- Designed posters and postcards for marketing the event and created day-of-event program, map, and signage.

## **Education**

### **Bachelor of Science: Journalism**

Boston University

### **Graphic Design Certificate**

Massachusetts College of Art and Design