

# MAURA BRODERSON

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## EXPERIENCE

### Design Strategist, WFYI Public Media

APRIL 2019 – PRESENT

- Led brand vision and continuity across the organization and created effective visual solutions in support of the Marketing and Development teams, which raised over 7.5M in individual and corporate donations in FY 21.
- Crafted over 15 visual identity systems with differing audiences under one brand umbrella: from research stages through concept presentations, collateral orders, paid promotion and launch events.
- Designed, wrote for and coordinated the printing of a 30–page magazine each month with a circulation over 14K.
- Served as art director for the organization, equipping and coaching the staff on graphic production and stewarding brand standards among interns, contracted suppliers and partner organizations.

### Freelance Graphic Designer

JULY 2018 – APRIL 2019

- Pro–bono digital and print design projects for Wheeler Mission, Indy Hunger Network, Creative Mornings and Bread for the World Indiana.
- Formal employment was helping launch the coffee shop PROVIDER.

### Marketing & Design Specialist VISTA, Second Helpings

JUNE 2017 – JULY 2018

- As an AmeriCorps VISTA year of service, created innovative ways to visually articulate the mission through digital, print and event experiences.
- Established the organization’s first brand book and met with each staff member to consult with and coach them on it.
- Translated organizational fundraising goals into strategic art and copy, including data visualizations.

### Advertising Coordinator, HOTEL INC Outreach

APRIL 2014 – JUNE 2017

- Established brand standards and executed them in powerful casemaking and compelling art across digital and print channels.
- Redesigned and managed Wordpress website.
- Crafted the organization’s first social media strategy and doubled its Facebook audience in six months.
- Founded a Marketing Board to collaborate on marketing campaigns.

### Art Director, Imagewest

AUG. 2014 – MAY 2015 (GRAPHIC DESIGNER), AUG. 2015 – MAY 2016 (JUNIOR ART DIRECTOR), MAY – DEC. 2016 (ART DIRECTOR)

- Led all visual aspects of this student agency as the team created comprehensive marketing campaigns for local and statewide clients.
- Mentored and art–directed the work of a team of design interns.
- Led meetings to solicit clients, pitch innovative campaign ideas, collaborate with printers and suppliers, and receive client feedback.

## EDUCATION

### The Honors College at Western Kentucky University

Bachelor of Arts in Advertising  
Focus: *Interactive Experience Design*  
Minor in Graphic Design  
Graduated summa cum laude  
Cumulative GPA: 3.97 (4.0 in major)

## SKILLS

Graphic design & illustration  
Adobe Creative Suite: Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Acrobat, XD  
Logo design  
Print production & coordination  
Data visualization  
Copywriting & brand storytelling  
Project management – Slack & Monday.com  
Collaborative design – Figma & Canva  
CMS web design – Wordpress & Squarespace  
Microsoft Office suite

## COMMUNITY

### Volunteer, Express Program For Homebound Seniors

Indianapolis Public Library

### Block Captain

Keep Indianapolis Beautiful

### Founding Member

Grind Culture, all–womxn skate collective