

MAIA BOBB

Art Direction & Graphic Design

Greater Philadelphia Area

www.maiabobb.com

maia_designs@mac.com

215-285-0227

PROFILE

As an experienced designer, I create innovative and impactful materials

for a number of industries, some very creative and others highly regulated. With experience in pharmaceutical, financial, higher education, and publishing, I'm skilled at information design, book and magazine layout, icon and chart creation, creative typography, infographic and logo creation, applied to both print and digital formats.

My leadership, positive attitude, and work ethic motivates those around me.

Art direction, branding, marketing, team management, organization, verbal and written communication, attention to detail, resiliency, and the love of all things design are some of my key strengths.

PROFESSIONAL EXPERIENCE

Graphic Designer I, Creative Services • PRECISIONscientia, Yardley, PA

July 2022 -Present

- Working with medical writers and other internal partners across multiple teams, design collateral involving medical, scientific, and training communications. Examples of these resources include medical trial brochures and other publications, scientific posters for worldwide congresses, speaker and training PowerPoint decks, and internal medical communication websites

Design Manager, Creative Services • PROFERO GROUP, Newtown, PA

November 2008-July 2022

- As Design Manager (promoted in 2020), I lead access marketing design efforts across multi-million dollar books of business for major biopharmaceutical clients by executing design work and supervising designers and production artists
- Coach and mentor direct reports on design best practices/considerations and adherence to brand guidelines by providing directional feedback and approvals, including final sign-off on blueslines and press proofs. Deliverables include brochures, infographics, iconography design, PowerPoint presentations, emails, banner ads, interactive PDFs, and multi-geography resource campaigns
- Coordinate/delegate incoming design work and collaborate with cross-functional team members (client services, project management, copy, editorial, analytics) to ensure project timelines are met
- Lead trainer for the company on use of Profero Group's project management software, Wrike
- Prior to Design Manager promotion, served as Senior Designer and direct client liaison for multiple clients. Designed and managed print and digital projects from beginning through to completion. Also responsible for internal project management, referencing, and submission preparation for the medical/legal/regulatory review process

Senior Designer & Design Review Manager • MERRILL LYNCH, Pennington, NJ

May 2006-October 2008

- Responsible for the creative development/design of brochures, invitations, fact sheets, internal sales guides, and postcards. Continued to create fresh designs while upholding strict brand standards
- Established layout direction for new initiatives during kick-off meetings with the creative team
- Art directed production artists and verified that layouts upheld brand standards

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Senior Graphic Designer • ELSEVIER, Philadelphia, PA

November 2004–May 2006

- Created high-profile print direct mail and advertising campaigns and Flash promotions for medical publishing company. Developed full concepts, executed designs; made professional presentations to clients; saw project through to completion
- Appointed as Project Leader and head designer on every Elsevier campaign involving logo design and branding guidelines
- Art directed graphic designers and graphic coordinators on staff

Graphic Designer • RODALE INC, Emmaus, PA

June 2000–October 2004

- Working with a copywriter, designed book covers and interiors, brochures, letters, page ads, web banners and pop-ups, postcards, posters, and calendars for magazines and books in the Rodale portfolio including *Prevention*, *Men's Health*, *Best Life*, *Backpacker*, *Runner's World*, *Bicycling*, *Organic Gardening* magazines and books; and a wide range of corporate projects
- Art directed and styled food for photo shoots

Owner & Designer • MAIA DESIGNS (Freelance)

June 2000–Present

- Provide boutique freelance design services for private clients and organizations. Projects include brand identity, logo design, brochures, signage, posters, pamphlets, PowerPoint presentations, and more

FREELANCE CLIENTS

- DeSales University
- NARI (National Association of the Remodeling Industry)
- Doylestown Historical Society
- Community Services for Children
- Phoebe Ministries
- Inspire Nutrition
- SoundVision Consulting

ACHIEVEMENTS & AWARDS

- 2021: Completed and awarded certificate for intensive PowerPoint slide design course through *Duarte*
- 2020: Promoted to Design Manager at The Profero Group
- 2016: Promoted to Senior Designer at The Profero Group
- 2016: Won *Company Leadership Award* (nominated by supervisor.) Criteria as stated for award: *Contributions where leadership qualities and company values are clearly demonstrated that are significantly above/beyond job responsibilities, the result of which creates immense value for the customer and/or company*
- 2013: Promoted to Senior Manager, Creative Services at The Profero Group
- 2010: Promoted to Manager, Creative Services at The Profero Group
- 2008: Won 2 *Gold Financial Communications Society (FCS) Portfolio Awards* for outstanding design of a collateral brochure
- 2007: Promoted to Senior Designer & Design Review Manager at Merrill Lynch

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- 2006: Won *APEX (Awards for Publication Excellence)* for outstanding design of a marketing brochure
- 2006: Won four *American Inhouse Design Awards* (sponsored by the publication *Graphic Design, USA*) for outstanding design for three direct mail brochures and one newsletter
- 2006: Named as lead designer on all international pieces at Merrill Lynch
- 2006: Chosen to train senior designers and production artists at Merrill Lynch in Adobe InDesign

SOFTWARE KNOWLEDGE

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, XD)
- Microsoft Suite (PowerPoint, Word, Excel, Office)
- Wrike, WorkZone (project management software)
- SharePoint, Unanet, ERP (file sharing and time capture interface)

EDUCATION

Bachelor of Fine Arts in Graphic & Advertising Design
Kutztown University, May 2000

Sample portfolio is available at www.maiabobb.com. References and full portfolio, including unredacted pharmaceutical design examples, can be shared upon request.