

MARISA LOWEY-BALL

Designer

CONTACT

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Mobile: 916.835.2004

Portfolio: mlbmakes.com

EDUCATION

**University of California
Santa Cruz**
B.A. Art
B.A. Politics

Saddleback College
Certificate, Graphic Design

SKILLS

Adobe Creative Suite:

Illustrator
InDesign
Photoshop
Animate
Lightroom
Bridge
XD

Other Programs:

Figma
Ceros
Squarespace
Wordpress

BIO

I am a highly strategic, creative, and inventive designer, motivated to help clients grow their business by creating engaging and innovative solutions. I have experience designing across a wide variety of industries and applications. I'm motivated by building relationships, tackling new challenges, and improving the user experience in everything I do.

WORK EXPERIENCE

Design Director

Emerald X, LLC | San Juan Capistrano, CA (2023)

- Leads and participates in marketing strategy meetings, contributing narrative ideas and campaign content.
- Collaborates with clients, internal resources, and contractors to manage project requests, proof of concept presentation and refinement, feedback collection, and evaluation.
- Establishes and maintains branding guidelines, ensuring all assets conform to the brand's visual identity.
- Evaluates and develops the asset library for the brand's ongoing needs, including logos, illustrations, and specific color libraries.
- Manages daily incoming creative requests and delegates tasks to a team of graphic designers.
- Creates and implements the wayfinding system, plans the convention center layout, accounts for operations and marketing budget, and determines where to drive attendee traffic.

Design Lead

Emerald X, LLC | San Juan Capistrano, CA (2022)

- Establish and regularly update style guides for multiple event brands.
- Transition assets previously maintained as PDFs to online-first content.
- Maintain consistent branding across multiple event brands and create digital and print assets as needed.
- Develop processes to increase efficiency of workflow and identify areas for improvement or strategies that might be applicable to similar event brands.
- Lead strategy to design wayfinding systems for event signage, creating cohesive systems to guide attendees through large convention center halls at trade shows and highlight featured areas.
- Work with marketing team, operations team, and outside contractors to implement wayfinding signage plans for events.
- Organize and archive files for reference and knowledge sharing with other brand marketing teams.

Graphic Designer

Emerald X, LLC | San Juan Capistrano, CA (2018 - 2022)

- Assist Creative Director with design, layout, and file management of marketing materials.
- Create print and digital marketing materials and content for tradeshow events, including mailers, printed maps and guides, digital ads, animations and interactive experiences.
- Work with on-site event decorators to implement signage plans, including submitting all artwork and keeping track of deadlines for production scheduling.
- Maintain consistent branding and styling while working on assets for multiple events.
- Organize and archive all files and deliverables.

Fine Arts Media Design & Publicity Assistant

Saddleback College | Mission Viejo, CA (2016 - 2017)

- Worked with multiple stakeholders to produce printed and digital materials, including advertising posters, performance programs, email marketing, social media posts, etc.
- Created marketing emails, including designing custom graphics, writing copy, and troubleshooting code.