

MARIA NAQVI

DESIGNER | VISUAL STORYTELLER

CONTACT

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EDUCATION

OCADU (ONTARIO COLLEGE OF ART & DESIGN)

Bachelor of Design (BDes)
Advertising

MIT PROFESSIONAL EDUCATION CERTIFICATE

Applied Generative A.I. for Digital Transformation

AWARDS

OCADU MEDAL WINNER

D&AD NEWBLOOD

PORTFOLIO WINNER

SKILLS

Branding
Adobe Creative Suite

- Photoshop
- Illustrator
- After Effects
- Premiere
- InDesign
- Firefly

Generative A.I.
Large Language Models (LLM)
Figma
Motion Graphics
Content Art Direction
Team Management

Award Winning Creative Leader and Storyteller with a track record of delivering world-class design concepts using handcrafted visuals that inspire brand awareness and customer growth.

WORK EXPERIENCE

ART DIRECTOR & CONTENT CREATOR

Mississauga Arts Council Feb 2023 - Present

- Adapted to the ever-changing landscape of social media to **enhance engagement** and showcase community talent.
- Focused on generating compelling content that resonates with current trends, significantly boosting interactions.
- Successfully increased social media engagement by **500%, reflecting in a surge of 3,000 new followers and accelerating follower growth from 4,000 to 7,000 in just seven months**, a stark contrast to the previous slower rate of growth.
- **Spearheading the upcoming rebrand campaign** for MAC, targeting even greater visibility and engagement in the new year.
- Continuously evolving to keep pace with digital trends, ensuring that **content remains relevant and impactful**.

CREATIVE CONSULTANT

University of Calgary Jan 2023 - Present

- Managed a research project at the University of Calgary focusing on newcomer families, **blending AI technology and fine art in workshops** to express the identity shifts experienced by immigrants in Canada.
- Recruited and supervised assistants to facilitate art workshops.
- Organized and promoted an exhibition of the created artworks at the Jubilee Auditorium, including designing all graphics and promotional materials.
- Developed a **Virtual Art Exhibition to enhance accessibility** and visibility of the artworks online.

GRAPHIC DESIGNER

First Choice Haircutters Apr 2019 – Oct 2022

- Designed and executed **multi-media advertising campaigns** for First Choice Haircutters, including both digital and print graphics, adhering strictly to brand guidelines.
- Collaborated directly with franchise owners to develop and launch engaging promotional initiatives that increased salon visibility and customer engagement. **Improved search rankings** and ensure greater relevance and visibility in search results.
- Significantly **enhanced brand reach within target demographics** through strategic improvements in Google SEO, and by designing compelling social media advertisements for platforms like Facebook, Instagram, and Google.