

MARYAM SELASSIE

Graphic & Web Designer | Website Management Specialist | maryam.selassie@gmail.com |
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Creative and detail-oriented Graphic Designer and Website Management Specialist with a strong foundation in front-end development and visual communication. Experienced in designing unique websites, logos, and digital content, while maintaining a strong focus on user experience and responsive design. Adept at managing website updates, creating engaging content, and ensuring seamless functionality. Skilled in WordPress management, social media, and visual design tools such as Photoshop, Illustrator, After Effects, and InDesign. Committed to delivering high-quality designs that align with client needs and brand identity.

PROFESSIONAL EXPERIENCE

Public Affairs Assistant

California State Fair: Cal Expo | May 2024 – Present

- Manage day-to-day website updates for the California State Fair, ensuring new event pages, fair schedules, and other content are added promptly and accurately.
- Collaborate with the rest of the marketing team to create visually compelling social media content, including posts, reels, and event promotions across platforms (Instagram, Facebook, X).
- Regularly update and maintain the Cal Expo website using WordPress, optimizing for both desktop and mobile devices.
- Provide graphic design support for digital assets, ensuring all designs align with branding and event themes.

Graphic & Marketing Artist

Afrocentric Home Design (Remote) | December 2020 – April 2021

- Designed the company website's UI/UX, creating a visually cohesive and user-friendly experience that aligned with the brand's aesthetic.
- Created and maintained social media content, including post designs, Instagram stories, and promotional graphics.

- Developed the company logo and custom illustrations to support marketing efforts and product promotions.
- Designed promotional assets and product illustrations, ensuring a consistent visual identity across platforms.

Graphic Artist Intern

Botanik Herbs & Tea (Remote) | October 2020 – March 2021

- Designed motion graphics for logos and branding, enhancing the company's digital presence and brand recognition.
- Worked closely with the founder to align all design elements with the company's core values and target audience.
- Created web-ready graphics and marketing materials for the brand's online presence.
- Managed weekly meetings to update the team on progress and refine designs based on feedback.

Customer Service Representative

Minted.com (Remote) | September 2021 – January 2022

- Assisted customers with inquiries regarding personalized greeting card designs, helping to resolve issues and ensure satisfaction.
- Gained valuable experience in client relations, demonstrating strong communication skills and attention to detail.
- Proven ability to handle a high volume of customer interactions efficiently, while maintaining a positive, solution-oriented attitude.

EDUCATION

Certificate in Full Stack Web Development, 2023

University of California, Davis (Remote) | Davis, CA

Bachelor of Arts in Design, 2020

University of California, Davis | Davis, CA

TRANSFERABLE SKILLS & QUALITIES

- Expertise in **UI/UX design** and **website management**, with the ability to design and maintain visually appealing, functional websites.
- Strong understanding of **brand identity** and experience creating consistent visual designs across multiple platforms.
- Excellent **communication** and **collaboration** skills, with a focus on team-based project management and client interaction.
- Detail-oriented and **organized**, with strong time management skills and the ability to meet deadlines.
- **Proactive and creative**, with a passion for problem-solving and delivering visually intriguing designs.