

ERIN MAGUIRE erinmaguiredesign.com

Graphic Designer | Corporate Brand Systems

EXPERIENCE

AP+I Design, Mountain View, CA — *Marketing Designer*

APRIL 2022 - PRESENT

- Designed and structured 30+ executive proposals and qualifications packages ranging from small tenant improvements to 350,000+ sq ft workplace projects for major technology clients including Apple, Google, and Samsung
- Developed comprehensive brand guidelines defining typography hierarchy, grid systems, color usage, and logo standards; led firm-wide training for 40+ staff to ensure consistent implementation
- Built modular proposal templates and boilerplate systems, reducing production time by over 60% and improving cross-team efficiency
- Created 100+ branded marketing assets including brochures, qualifications packages, and digital materials aligned with firm-wide positioning
- Conducted competitive research to inform positioning and strategic messaging
- Managed visual content production including photography and digital assets
- Represented the firm at industry events and award programs to support business development efforts
- Recognized with Culture Award for leadership of internal engagement and DEI initiatives

Pandia Health, Palo Alto, CA — *Graphic Designer*

SEPTEMBER 2019 - SEPTEMBER 2020, JUNE 2025 - PRESENT

- Developed structured social content frameworks aligned with brand guidelines and performance analytics
- Designed 25+ pieces of print collateral (business cards, brochures, flyers) for campaigns and events, improving brand visibility and supporting lead generation efforts
- Designed and launched conversion-optimized landing pages in Unbounce and Sketch, applying UX/UI principles to improve user experience and increase conversion rates

UX/UI Association at SJSU, San Jose, CA — *Co-Founder, Marketing Director, President*

SEPTEMBER 2020 - MAY 2022

- Established the organization's brand identity and visual system, including logo, typography standards, and style guide
- Developed and executed marketing strategy that grew membership from 0 to 400 in the first year (now 800+)
- Led and managed a 10-person team across marketing, partnerships, events, and operations
- Oversaw design and production of event marketing materials, social campaigns, and conference collateral
- Organized large-scale initiatives including a UX Hackathon and 2-day collegiate design conference
- Built partnerships with industry organizations including IterateUX and ADPList to provide mentorship and career resources

Testarossa Winery, Los Gatos, CA — *Marketing Design Assistant*

JULY 2019 - MARCH 2020

- Designed and produced 25+ print marketing materials including large-format banners, vineyard maps, signage, menus, and product packaging to support brand consistency across on-site and retail experiences
- Produce and edit photos and videos for large events, product merchandise, and winemaking
- Created and managed social media content calendar, increasing engagement through post scheduling on Hootsuite and platform-specific content optimization

SKILLS

Brand Systems

Brand Identity

Presentation Design

Proposal & Report Design

Typography & Layout

Marketing Communications

Data-Informed Design

Marketing Strategy

Marketing Copywriting

TOOLS

Adobe Creative Suite

Figma

PowerPoint

Google Slides

Notion

AI Tools

Squarespace/Wordpress/Wix

Hootsuite/Sprout Social

SUMMARY

Graphic designer specializing in corporate brand systems, executive presentations, and strategic marketing communications. Experienced in developing structured visual frameworks that improve clarity, consistency, and efficiency across proposals, reports, identities, presentations, and branded materials.

EDUCATION

San Jose State University
San Jose, CA — *B.A. Design Studies, Minor in Sculpture*

Graduated May 2022, Cum Laude

CONTACT

erinmaguiredesign.com

(408) 458-6667

erinmaguiredesign@gmail.com

www.linkedin.com/in/erinmaquire-/