



# Marin Devine

art director | graphic & UX designer |  
communications & marketing professional

## Experience

### Freelance and Contract Work (December 2021 to present)

- Content creation (writing and design), SEO and editing for the Carlson School marketing team
- Logo/brand development, content creation and website creation for individual business owners

### University of Minnesota Carlson School of Management, Minneapolis

- **Senior Communications Specialist, Undergraduate Program (August 2019 to November 2021)** Leadership of visual identity and brand strategy throughout external and internal communications and marketing; implement effective email journeys to retain and onboard incoming students; UX design and creation of new team intranet; oversight of content streams: social media, blog posts, intranet, newsletters

### Minneapolis Public Housing Authority, Minneapolis

- **Communications Specialist (September 2018 to July 2019)** Creation of new collateral; project management; oversight of content streams: blog posts, press releases, social media, video storytelling, new staff newsletter; community engagement strategies; new mass-email management system; management of outside vendors

### NYU Robert F. Wagner Graduate School of Public Service, NYC

- **Assistant Director, Communications (December 2016 to August 2018)** Leadership of visual identity and digital direction for marketing, communications and brand strategy; creation of new collateral, digital marketing and advertising; social media strategy; content ideation for visual storytelling; video art direction; consultation on UX research and design; website content and design; management of outside vendors

### NYU Abu Dhabi, United Arab Emirates

- **Senior Graphic Designer (March 2014 to November 2016)** Designing and management of marketing materials as the sole designer for a newly established university; conception of creative solutions to enhance brand perception and reputation across print and digital campaigns; ensuring consistency in branding and design; implementing university's first digital asset management system

### The National, Abu Dhabi, United Arab Emirates

- **Deputy Art Director (September 2011 to March 2014)** Directing a multinational team of designers at an English-language daily newspaper; maintaining and leading design, templates and brand identity; conceptualization and art direction of illustrations, photography and infographics
- **Designer (March 2009 to September 2011)**

## Education

### University of Missouri-Columbia

Bachelor of journalism degree, news and editorial design (May 2007)

## Training

### General Assembly, User Experience Design

- Used industry standard tools such as Sketch and Invision to prototype and wireframe design solutions; learned to connect and convey how insights into customer behavior can optimize any product or service (Completed December 2016)

## Skills

- Proficient in Adobe Creative Suite
- Proficient in Drupal Content Management System and SquareSpace web design
- Proficient in Salesforce, MailChimp and Emma email marketing systems
- Proficient in Google Workspace and Analytics
- Proficient in HTML and CSS languages
- Proficient in basics of SEO and keyword optimization

Pronouns:  
**she/hers**

Please view my  
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📄 **References  
available upon  
request**