

# maria nicolosi

## Contact

225.253.1095

design@MariaNicolosi.com

www.MariaNicolosi.com

## Education

### Integrated Design - MFA

University of Baltimore (UB)  
Baltimore, MD • 2013

### Speech Communication and Journalism - BA

Louisiana Tech University  
Ruston, LA • 2002  
*summa cum laude*

## Professional Skills

Web Design - 15 years

Front-End Web Development - 15 years

UI/UX Design - 11 years

Print Design - 11 years

E-Mail Marketing - 11 years

Social Media Marketing - 6 years

Video Editing - 2 years

## Technology

### Software:

Adobe Creative Cloud/Suite - 15 years  
(Photoshop, InDesign, Illustrator, Bridge,  
Acrobat, Camera Raw)

Sketch - 1 year

PHPStorm - 2 year

Microsoft Visual Studio- 4 months

Microsoft Office - 22 years

### Web Languages:

Proficient in:

HTML5

CSS3

SCSS

Continuing to learn:

Javascript

jQuery

Twig

PHP

ASP

Git

## Work Experience

### Senior Web Developer • JobCorps • Trowbridge & Trowbridge • Feb. 2018–present

- Recreating information architecture for federal reporting software suite to simplify user experience. Redesigning and coding information graphics in D3.js v4 in a development environment that uses Microsoft Visual Studio.
- Supporting Drupal 8 suite of 120+ federal sites. Designing and executing change requests and ensuring data consistency.

### Team Lead/ Expert Web Designer • JobCorps • SID • Austin, TX • Oct. 2016–Dec. 2017

- Lead a team of up to 15 developers, designers, and copywriter redesigning a suite of federal websites (one national and 125 local sites) for the Department of Labor's Job Corps program. Planned team sprints, wrote and assigned stories in Jira, and presented work to the Federal client.
- Design • Created sitemap, wireframes, design standards, mockups, and InVision prototypes for developers' reference and client approval. Reviewed and approved page designs. Reorganized and rewrote site content using Confluence.
- Front-end Development • Created two Drupal 8 themes by building content types, custom blocks, views, and twig templates. Styled responsive site using Bootstrap and custom SCSS. Worked in a development environment using AWS, Vagrant, Grunt, and Drush. Approved front-end code in Bitbucket.

### Owner • Maria Nicolosi Designs and Consulting • July 2007–present

- Web Design • Create unique websites using Sketch and Photoshop on WordPress (PHP), WIX, Adobe Business Catalyst in HTML, CSS, Javascript with a focus on a simple user experience, brand consistency, and conversion for the client.
- E-mail Marketing Consulting • Work with clients to maximize e-mail marketing performance through strategic campaigns to increase revenue and e-mail retention. Design, code, deploy e-mail in MailChimp. Provide weekly performance reports.

### Senior UI/UX Designer • Bambeco • Baltimore, MD • Oct. 2014–Jan. 2015

- Enhanced user satisfaction for sustainable home goods e-commerce website in SiteVisible by redesigning user interface with wireframes and mockups and coding using HTML, CSS, and ASP. Used A/B testing in Optimizely and site statistics from Crazy Egg and Google Analytics to guide UX decisions.

### Senior Graphic Designer • Bambeco • Baltimore, MD • Jan. 2012–Oct. 2014

- Designed, coded, and published creative assets like homepages, banners, landing pages, and e-mail campaigns to support marketing/merchandising efforts using.
- Customized WordPress (PHP) template for a sustainable living blog.
- Strategized and executed social media campaigns across multiple platforms.
- Designed and produced product packaging and inserts, maintaining brand consistency and company commitment to ecology.
- Coordinated and executed product photography and editing/retouching.
- Managed and trained junior designer in brand strategy and design execution.

### Multimedia Designer • Media Star Promotions • Baltimore, MD • Mar. 2011–Dec. 2012

- Redesigned and maintained three in-house websites in HTML, CSS, and Javascript.
- Designed and produced marketing materials for company clientele including multimedia projects, wide-format printing, and 3D modeling.
- Coordinated with Craftsmen Industries the design execution of experiential marketing 18-wheeler: exterior wrap and internal customizations.
- Directed and edited videos with motion graphics that were presented quarterly to Fortune 500 client by national experiential marketing company.

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## Technology continued

### CMS Platforms:

Drupal 8

WordPress

Wix

Adobe Business Catalyst

ShopVisible (now Aptos)

Volusion

### Web Apps:

Atlassian Suite

(Jira, Confluence, Bitbucket)

InVision

Google Analytics

Optimizely

BrowserStack

CrazyEgg

MailChimp

Constant Contact

Basecamp

Asana

Buffer

Hootsuite

Woobox

Zenfolio

### Video Editing:

Final Cut Pro

Premiere Pro

Livetype

### Designer • Hometrack Real Estate Marketing • Baltimore, MD • July 2007– Jan. 2011

- Customized and launched e-commerce store on Volusion platform in HTML, CSS, PHP, and Javascript with focus on strong SEO.
- Designed/produced print and web marketing materials for regional real estate agents.
- Developed and implemented in-house marketing strategy.
- Managed junior staff.

## Graduate School Experience

### Production Manager • The UB Post, student newspaper • Baltimore, MD • Jan. 2006 – Jun. 2007

- Coordinated redesign of content and layout.
- Managed production staff of designers and photographers.
- Responsible for page layout, photo editing, designing information graphics, and preparing files for print.

### Designer • UB Academic Resource Center • Baltimore, MD • Aug. 2006–Jun. 2007

- Maintained the center's website in HTML / CSS on the school's internal network.
- Designed and published fliers, posters, brochures, and promotional materials.

### Graduate Assistant • UB Provost Office • Baltimore, MD • Nov. 2005–June 2007

## Volunteer Experience

### Webmaster • Redesigned and maintained organization's website

- We Are the Difference Iberville • HTML, CSS, WordPress (PHP)  
Plaquemine, LA • Aug. 2015– Aug. 2016
- Young Sierrans, Sierra Club Group • Drupal, HTML, CSS, and Javascript  
Baltimore, MD • Jan. 2007– Aug. 2013

### AmeriCorps Member • Full-time National Service volunteer • 5,100 hours

- **English Tutor, Art Teacher** • Mother Seton Academy  
Baltimore, MD • 2004–2005
- **Communication Director** • Notre Dame Mission Volunteers  
Baltimore, MD • 2003–2004
  - Redesigned and maintained website in HTML / CSS for national nonprofit.
  - Wrote and designed quarterly national newsletter.
- **Walking Trail Coordinator** • Highland Road Park Observatory  
Baton Rouge, LA • 2002–2003
  - Created and maintained website in HTML / CSS for local park.
  - Developed and publicized environmental education program: wrote press releases and created fliers.
  - Established mile-long walking path.
  - Organized trail grand opening event.