MARY WOOD

www.maryw.net
Contact information upon request
Based in Arlington, VA

EXPERIENCE

GIFFORDS
Associate Director, Design
Washington, DC
Oct 2024 – Present

- Lead organizational design initiatives and critically uphold visual identity
- Collaborate closely, and holistically, on multimedia projects across teams
- Use compelling storytelling to call in audiences, from conception to execution
- Supervise multimedia projects, assuring on-time and high-level execution
- Create and manage novel visual systems for programs and events
- Mentor design team and authentically invest in their professional development
- Run point on relationships with event, merchandise, and printing vendors
- Lead merchandise design and production

GIFFORDS
Senior Designer
Washington, DC
Oct 2022 – Sep 2024

- Led major design initiatives for events, social media and web design
- Collaborated with various teams across the organization to fulfill design needs
- Worked with teams across Communications to create meaningful visual storytelling
- Supervised Junior Designer and worked closely to help build their skillset
- Staffed rallies, fundraisers and public outreach events on behalf of the organization

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GIFFORDS
Brand Designer
Washington, DC
June 2019 – Oct 2022

- Created template standards for foundational assets, including data viz
- Designed print and digital campaigns for distribution to legislators, activists and voters
- Provided design support for conferences and advocacy events
- Led photo selection and organizing internal and external digital assets
- Maintained organization's web store
- Supervised Communications team intern

Human Rights Campaign
Design Coordinator
Washington, DC
March 2018 – June 2019

- Created web and print designs according to visual identity system
- Collaborated internally, as well as externally with community leaders and artists to relay messaging
- Developed styles for and designed asset-heavy reports and program books
- Oversaw logistics of print materials for day-to-day operations and complex events

EDUCATION

Virginia Commonwealth University (VCUarts)
BFA in Graphic Design

SKILL SET

Print and web design, data visualization, social media, email newsletters, project management, creative strategy, client interfacing, InDesign, Photoshop, Illustrator, Premiere Pro, Acrobat, Express, MS Office, Shopify