

Mariska Voell

art director, graphic designer, packaging designer, illustrator, environmental designer, retail designer, visual merchandiser, collaborator, artist, surfer, do-er, doodler, traveler, friend

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EDUCATION

Graduated from The College of New Jersey with a BFA in Graphic Design May 2014
Studied Abroad at The Autonomous University of Barcelona in Summer 2013

EXPERIENCE



Playa Design Co. *Owner, Art Director*
January 2020 - Present

Art direction, design, illustration and creative consulting with various brands and clients. Covering a variety of creative needs from concept to completion - including brand development/brand refresh, logo design, brand strategy, style guides, pitch decks, campaign concepts & development, art direction for photoshoots (product styling, in-studio, lifestyle), packaging design, print and digital advertising, web design, social media content, animation, original artwork and illustrations, iconography, influencer marketing, retail displays, window displays, experiential marketing, store signage, takeaway cards, business cards, etc.



MedMen *Art Director*
April 2019 - January 2020

Lead the strategic development of MedMen experiential marketing campaigns across print, digital, and environmental designs. Packaging design, concepting and branding for MedMen private labels. Oversee the development and execution of retail concepts, including POP display, visual merchandising, and signage. Digital design for web and emails. Art direction for lifestyle and product photoshoots.



TOMS *Senior Designer*
January 2019 - April 2019

TOMS *Print Designer*
June 2016 - January 2019

Concept and creation for campaigns, design seasonal catalogs and lookbooks, retail store displays, retail and wholesale signage and window displays, visual merchandising and propping, Packaging design for shoes and eyewear. Hangtags and footbed design.



Freelance Graphic Designer
June 2015 - June 2016

Print + digital design, logo design, packaging, branding, social media content, illustration and photo-retouching for various clients across several industries including entertainment, retail, food/nutrition.



Applegate *Junior Graphic Designer*
June 2014 - June 2015

Designed Applegate packaging and point-of-sale material including store signage and displays, illustrations, and printed booklets (including a coloring book!)



Princeton Partners *Graphic Design Intern*
January 2014 - May 2014

Designed both print and digital assets for various companies through Princeton Partners creative agency to strengthen marketing material for each client's individual and unique look and feel.



Naiman Design *Graphic Design Intern*
May 2012 - January 2014

Create brochures, logos, menus, business cards, invitations, and other various printed projects through Naiman Design for local businesses.



Anthropologie *Display Intern*
August 2012 - February 2013

Create three-dimensional artwork for Anthropologie store interior and windows to inspire the customer and complement the merchandise/seasonal look and feel.