

Karla Maldonado

Product & Graphic Designer

Experience

Graphic Design & Illustration Internship

Sallie Mae, Newton, MA | June–August 2024

- Created digital visuals including graphics and illustrations, aligned with Sallie Mae's brand for social media and advertisement.
- Worked on various projects, including Smarty Pig, Financial Conversation Starters, 2k Sweeps, EdYou, Scholly, and Affirmations.
- Collaborated with the design team to support marketing efforts and refine designs based on feedback.

Junior Graphic Design Internship

Broadview Marketing, Remote | August 2023–May 2024

- Acquired skills in website design via Squarespace and practiced coding skills. Worked on websites like Modern Living Symposium, Paragon Landscape, ReModern Builders, and Deep Run Hunt Club.
- Designed invitations, banners, labels, and other materials for the Modern Living Symposium. Also created business cards for Broadview Marketing.
- Created advertisements for SR Fine Homes, featured in New England Homes magazine's winter issue.

Studio Assistant

Light Insight Design Studio, Boston, MA | October 2022–August 2023

- Assisted the designer plan, organize, and design projects. In addition I would join in on meetings and took notes during jobsite visits.

Education

Massachusetts College of Art & Design, Boston, Ma

BFA Communication Design/Graphic Design GPA 3.85

Expected May 2025

Rhode Island School of Design, Providence, RI

Certification for Interactive Design

Expected May 2026

Relevant Coursework

Advanced Project: Product Design | Fall 2024

- Developed a conceptual feature for the Rocket Money app to improve financial literacy, conducting user research to identify key pain points. Designed solutions in alignment with brand guidelines, ensuring a seamless user experience and effective problem-solving.

Product Design | Spring 2024

- Developed a comprehensive fitness app from concept to prototype, gaining in-depth knowledge of product design principles. The project emphasized user-centered design, including research and testing, and to enhance the user experience and functionality.

Contact

karlamaldonadportfolio.com

karla.makdonado@gmail.com

787-679-1441

Skills

Professional skills

Organizational Skills

Leadership

Critical Thinking

Detail oriented

Branding

Typography

Proficient in Microsoft

Office

Design Software

Illustrator

InDesign

Photoshop

After Effects

Premiere

Procreate

Canva

Web & Product Design

Figma

HTML/CSS

Squarespace

Wix

Ready Mag

Cargo

Languages

Fluent in English

Native Spanish Speaker