MARITA P. GRAY | SENIOR GRAPHIC DESIGNER

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Professional, award-winning senior graphic designer with over 20 years of experience, passionate about creating stunning and conceptual visuals. Solutions-oriented and known for exceptional work ethic, attention to detail, and strong communication skills. Proven ability to manage multiple projects simultaneously while ensuring high-quality work.

SKILLS

PROFESSIONAL SKILLS

- Digital Design
- Print Design
- Social Media Graphics
- Photography
- Branding and Identity
- Project Management
- Accessibility
- Web Graphics
- Typography

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator Photoshop, Acrobat)
- Microsoft PowerPoint
- Microsoft Word

Familiar With:

- Figma and Adobe XD

PROFESSIONAL EXPERIENCE

Graphic Designer/Art Director

Catholic Charities of Trenton • Trenton, NJ • 2/2025-present (temporary position)

- Responsible for designing and maintaining all agency and event-related materials in a busy marketing department.
- Ensure brand integrity across all community-facing touchpoints, enhancing visibility and increasing overall brand awareness.
- Interact with multi-functional teams to develop timely and effective on-brand designs that improve benefactor donations.
- Collaborate with copywriters and program managers and other stakeholders to ensure accurate messaging.

FREELANCE GRAPHIC DESIGN • Furlong, PA • 1/2012-present

- Provide art direction and graphic design services for corporate presentations, sales sheets and rebranding for clients such as, THRIVE Leadership and First Citizen's Bank.

Senior Graphic Designer

ETS • Princeton, NJ • 8/1999-1/2024

- Conceptualized and designed visually compelling, on-trend product campaigns, logos, web and social media graphics, brochures, booth displays and more from inception to completion.
- Provided art direction for photo shoots, booked talent and scouted locations.
- Delegated work to in-house design team based on skill sets, deadlines and workloads to increase productivity by 20%.
- Ensured branding compliance with ETS's global education family of products.
- Managed project deadlines, timelines and budgets.
- Interacted with multi-functional teams to develop timely and effective on-brand designs.
- Collaborated with copywriters to create dynamic designs that effectively highlighted copy.
- Experience with photography and portraiture.

EDUCATION

DREXEL UNIVERSITY, Bachelor of Science in Graphic Design

AWARDS

Over 20 professional design awards: Graphic Design USA In-House, NJ CAMA/ASTRA, Jasper and Hermes

ACTIVITIES

Board Member of the 34 for Matt Foundation