

Alisha Maynard

Sr. Graphic Designer / Brand Developer

317-730-7778



Alisham011295@yahoo.com



AlishaMaynardDesigns.com



Experience

Graphic Designer & Web Designer

Blue541 / 2025-Current

- Designed a variety of print and digital projects, from digital display ads to billboards, for a diverse client base from construction to hospitality.
- Worked as the primary marketing and design expert for the Hagadone Corporation of Coeur d'Alene.
- Designed and implemented brand guidelines for multiple entities to maintain consistency across all projects.

Graphic Designer - Sr. Graphic Designer

Ignitium / 2021-2024

- Collaborated with a team of designers, senior designers, ABX managers, and directors to create brand-compliant designs for 60+ clients.
- Designed and implemented new brand guidelines to maintain consistency across all projects.
- Oversaw and managed all Ignitium-branded projects to ensure adherence to brand standards.

Graphic Designer

C&G Management / 2020-2021

- Worked with the Director of Store Operations to improve foot traffic and online sales for 4 store locations.
- Created weekly and monthly multi-media advertisements, including print, digital, animated digital, SMS, social media, and digital menus.
- Managed social media for stores in Washington and Oregon, handling content creation and engagement.

Graphic Designer / Marketing Coordinator

Pan-Pacific Mechanical / 2020-2020

- Collaborated with the Director of Design & Brand Management to create event flyers, business cards, internal/external mailers, and RFPs.
- Improved functionality by organizing file systems and creating templates for streamlined future design work.

Graphic Designer / Marketing Coordinator

F.A. Wilhelm Construction / 2018-2019

- Designed internal and external marketing materials to support business development.
- Assisted affiliate companies with marketing materials and created RFPs that secured multi-million dollar projects.
- Developed brand guidelines to streamline future marketing efforts.

Education

B.A. in Graphic Design

Graduated w/ Honors
Indiana University
Bloomington, IN

Skills

Advanced proficiency:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Figma
- Generative AI Tools
- Corporate Branding
- Brand Management
- Brand Strategy
- Advertisement Design
- Internal & External Marketing Development
- Layout Design
- Print & Digital Design
- Presentation Design
- Website Design
- Landing Page Design
- Print Production
- Social Media Management

Portfolio

alishamaynarddesigns.com