

Maria Builes

Brand & Visual Desing Lead

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PROFESSIONAL SUMMARY

Creative and strategic design leader specializing in brand identity, scalable design systems, and cross-functional collaboration. Skilled in translating business goals into impactful visual solutions across digital, print, and product. Known for balancing bold creative with data-driven decision making, and for fostering collaboration in fast-paced environments.

WORK EXPERIENCE

Brand and Visual Designer Lead | Provi | 2021 - 2025

- Developed and led a unified brand and visual design strategy across marketing, product, advertising, and publishing channels.
- Used analytics and user feedback to guide design decisions that improved engagement, brand consistency, and conversion.
- Directed creative vision and execution, ensuring alignment with business goals and brand guidelines.
- Acted as the primary bridge between marketing and internal departments, driving collaboration and brand integration.
- Oversaw the development and implementation of scalable design systems, style guides, and brand assets.
- Managed project timelines, resources, and team workflows to deliver high-quality work on time and within scope.
- Championed innovation by staying ahead of design trends and fostering a culture of creative experimentation.

Digital Designer | Chewy | 2016 - 2021

- Delivered on-brand creative across digital, print, packaging, and presentation formats in a fast-paced, deadline-driven environment.
- Built strong internal partnerships to ensure cohesive visual execution aligned with marketing and business objectives.
- Designed product detail pages and marketing assets across multiple business categories, maintaining a high standard of quality and consistency.
- Ensured all visual assets adhered to responsive design and accessibility best practices for the web.
- Balanced creative execution with strong communication, attention to detail, and adaptability to shifting project needs.

EDUCATION

B.F.A GRAPHIC DESIGN - Florida Atlantic University 2012-2016

SKILLS

Brand Strategy, Visual Systems, Creative Direction, Campaign Execution, Digital Design Expertise, Leadership, Collaboration, Communication, Time Management, Strategic Thinking. Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Figma, Google Suite, Brand & Visual Design, Brand Strategy, Visual Systems.