

Mariana Toumazou

Graphic & Experience Designer

Contact

🌐 marianatoumazou.com (portfolio)

✉ marianatoumazou@gmail.com

☎ (201)–757–7136

🌐 [Mariana Toumazou](#)

Education

Northeastern University
Boston, MA

M.S. in Experience Design, May 2025

- Recipient of the Art + Design Project Grant for biomaterial fashion research
- GPA: 3.958

B.S. in Graphic and Information Design and Mathematics, May 2024

- Graduated with Magna Cum Laude
 - GPA: 3.780
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Skills

Design:

- Brand identity, logo creation, digital and print marketing, product packaging, typography, typeface creation, illustration, iconography
- UI: Wireframing, prototyping, usability testing, product development, mobile/web design
- UX: Design research, user personas, journey maps, story boards, case studies, design systems, HCI

Software:

- Adobe Suite: Illustrator, InDesign, Photoshop, Lightroom
- Figma
- Keynote, Canva
- FontForge, Glyphs
- Procreate
- Google Workspace, Microsoft Office

Fine Arts and Craftsmanship:

- Oil, acrylic and watercolor painting
- Charcoal, pencil and chalk drawing
- Photography and photo editing

Experience

YMCA of Greater Boston: Associate, Member Engagement and Experience Designer

Boston, MA | March 2021 – April 2025

- Produced monthly murals to support marketing efforts and elevate the member experience through engaging visual design.
- Provided customer service and operated membership systems with branch-wide program knowledge.

Unispace: Graphic Design Co-op

Boston, MA | July 2023 – December 2023

- Developed marketing materials, sales presentations, and internal/external assets with consistent brand identity.
- Collaborated with global multidisciplinary teams to compose high-engagement LinkedIn/Instagram content.

The Boston Beer Company: Creative Services Co-op

Boston, MA | July 2022 – January 2023

- Designed point of sale materials for Twisted Tea and Dogfish Head in line with brand guidelines.
- Coordinated between sales representatives and brand directors to deliver cohesive marketing assets.
- Managed client marketing design requests, escalated printing priorities, and worked B2B with vendors to ensure timely delivery.

Suite Paperie: Graphic Design Intern

Ridgewood, NJ | September 2019 – March 2020

- Assisted with logos, illustrations, and packaging design for events and small businesses.
 - Worked collaboratively to deliver personalized and high-quality graphic solutions.
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Organizations

Spectrum Literary Arts Magazine: Creative Director

Boston, MA | May 2024 – May 2025

(Previously Designer since September 2022)

- Directed the design team through three editions, social media content, marketing campaigns, and merchandise.
- Managed end-to-end magazine production, from curation, layout and typography, to print-ready files.

Scout: Designer

Boston, MA | January 2024 – December 2024

- Delivered custom design solutions for clients, ensuring alignment with their unique brand visions and objectives.
- Collaborated with a multidisciplinary team to design brand identities, packaging, and websites, applying UX/UI principles for usability.