

Maria Florencia Maidana



GRAPHIC
DESIGNER

PORTFOLIO
[Notion](#)

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CONTACT

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SUMMARY

I am a Graphic Designer with 7+ years of experience in visual communication, and content creation. Skilled in Adobe Creative Suite and Figma, I design and develop visual assets across social media, newsletters, press, and advertising. My background in copywriting, SEO, and digital campaigns supports my design practice, enabling me to craft brand stories and impactful visual strategies.

EXPERIENCE

[Dec 2021 -
current]

(Estudio Cabeza)(Graphic Designer)

- / Plan and manage monthly content calendars [Notion].
- / Write copy for newsletters, social media, press, and digital ads [Meta Ads & Google Ads].
- / Redesign website: info architecture, content, SEO [Figma, Photoshop, Illustrator].
- / Produce and edit visual content for campaigns and social media, including video editing and motion graphics [Photoshop, Illustrator, Premiere Pro, After Effects].
- / Create and send newsletters [MailChimp].
- / Coordinate photographers, agencies, and press.
- / Pre-edited book (Diana Cabeza): content curation and image selection.

[Oct. 2018 -
dec. 2021]

(Estudio Cabeza)(Graphic Designer and Archival Assistant)

- / Managed and digitized the institutional archive.
- / Scanned, retouched, and edited images using Adobe Photoshop.
- / Selected, organized, and catalogued visual materials.

[Apr. 2018 -
apr. 2019]

(Communications Secretary, FADU, Universidad de Buenos Aires)(Junior Graphic Designer)

- / Designed informational materials for various institutional communication channels, including website, social media, and on-site screens.
- / Created and edited images, graphics, and promotional materials for events.
- / Managed supplier relations, budget requests, and administrative tracking.

[Apr. 2016 -
mar. 2018]

(Communications Secretary, FADU, Universidad de Buenos Aires)(Intern)

- / Managed and updated institutional communications on social media and website.
- / Handled inquiries and requests from students and faculty.
- / Coordinated directors' schedules.
- / Supported the organization of the 3rd National Biennial of UBA Design.

EDUCATION

[Apr. 2016 -
dec. 2020]

(Graphic Design)(Universidad de Buenos Aires)

[Jul. 2022 -
sep. 2022]

(UX-UI design)(Coderhouse)

SKILLS

/ Adobe Illustrator / Adobe Photoshop / Adobe Premiere / Adobe InDesign / Figma /
Meta Business Suite / Google Ads / MailChimp

LANGUAGES

(English)(First Certificate in english) Cambridge English Level 1
/ Oral level: upper intermediate
/ Written level: upper-intermediate