



MARISA *y* PURDY

VISUAL COMMUNICATOR & ILLUSTRATOR

ABOUT ME

I'm a zealous creative with a fun little spark of madness and a constant desire to push and improve both myself and my work. Exploring and creating meaningful relationships between type and image is what fuels my passion, but working with people and using my skills to help others is what I live for. Being a sponge is my preferred state—I have a voracious appetite for learning.

I begin every project with a strong concept, an open mind, and an empty sketchbook.




INTERESTS

Movies • Traveling • Reading • Hiking & outdoors • Solving & building escape rooms • Playing my cello • Museums & art galleries • Illustration • Typography • Craft beer • Spicy food • Linguistics & English grammar • Old & abandoned things

CONTACT

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SOCIAL

  
@marisaypurdy

WORK EXPERIENCE

- **Sock Club** Austin, TX
Designer *October 2019 - present*
- **Birth-Certified** Newark, DE
Founding Partner & Creative Director *October 2016 - April 2019*
 - Established w/ nursing students to combat infant and maternal mortality in African countries.
 - Enriched skills in visual communication by creating detailed illustrations of childbirth process for low-literacy population.
- **SafeSpace Delaware** Wilmington, DE
Creative Director & Brand Manager *February - December, 2018*
 - Conducted research, created initial brand strategy, guidelines, and website with a small team.
 - Created brand elements, helped prepare launch event, and refined website as solo project.
 - Oversaw brand transition, managed social media, taught director how to implement branding.
- **Gingerly Press** Landenberg, PA
Creative Intern *March - June, 2018*
 - Sorted galley trays, set metal type for business cards and wedding invitations, mixed Pantone ink, measured and cut paper, printed on Vandercook and C&P Platen Press.
 - Expanded fundamental knowledge of classic typesetting and design for print.

EDUCATION

- **Bachelor of Fine Arts** Visual Communications
University of Delaware *August 2014 - December 2018*
 - Minors in English and Interactive Media
- **UDVC Study Abroad** London, UK
University of Delaware *Summer 2017*
 - Attended presentations and discussions with top designers and agencies (i.e. Peter Saville, Pentagram, Mother Advertising, Saatchi & Saatchi, Kate Moross, Williams Murray Hamm).
 - Completed creative briefs for R/GA and J. Walter Thompson.

SKILLS

Photoshop	●●●●●	Illustration	●●●●●	Photography	●●●●●
Illustrator	●●●●●	Typography	●●●●●	Web Design	●●●●●
inDesign	●●●●●	Branding	●●●●●	Concept	●●●●●
Adobe CC	●●●●●	Writing	●●●●●	Research	●●●●●