

Hi, I'm

Marianne Delgado

Graphic Designer and Illustrator

experience

Shaw Industries, Residential Business

Graphic Designer – Shaw Floors May 2025 – September 2026

- Provided art direction and 20+ marketing assets and templates for Shaw Floors rebrand, including 3 brand new displays for 2 new product collections.
- Designed event graphic suite for Shaw Floors x The American Kennel Club at AKC's National Dog Show Championship and did live illustration for the convention.
- Collaborates closely with Shaw Floors team and cross-functional/external partners for graphic needs including consumer-facing advertisements, social media, one-pagers, and standees.

Graphic Designer – COREtec May 2024 - May 2025

- Created content with copywriter for newsletters, social media, and digital ads. Created 40+ static/motion posts on COREtec's Instagram and achieved considerable newsletter CTR growth (+18.3%).
- Developed visual identity for PoWer, a national women's flooring group at Shaw Industries. Carried full art direction of PoWer's trade show booth, which debuted at Shaw Flooring Network Convention 2025.

Graphic Design Intern May 2023 - May 2024

- Co-developed Carpet is Cool branding for the 2024 trade market event that took place in five major cities in North America. Developed signage, booth design, print ads, and more collateral for this campaign.
- Appointed as a live painter for TotalWorx in The International Surface Event (TISE) in Las Vegas.

The Red & Black Publishing Co.

Creative Services Designer

Special Publications Designer August 2021 – January 2023

- Created a merch capsule collection for The Red & Black, the largest nonprofit student newspaper in the Athens area, raising over \$34k+ during the 2021 NewsMatch Campaign. Designed 4 feature layouts and an illustrated recipe book covering 40 eateries in Athens.

Freelance

Freelance Graphic Designer

- Contracted 5 projects with Jeanelleats, a YouTuber with 1M+ subscribers, to develop branding and packaging for her website and cooking appliance, MyMusubi.
- Illustrated a logo for MoroCooks, a TikTok content creator with 1M+ subscribers. Illustrations featured in MoroCooks' cookbook, *Make It, Don't Buy It*.
- Created HUD UI and refreshed the branding for Fireside Casts, an eSports streaming company, featured on PCGamer.

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education

The University of Georgia

B.F.A. Graphic Design 2023

Certificate in Computing

GPA: 3.93 / 4.0

Summa Cum Laude

toolbox

InDesign	Premiere Pro
Illustrator	Figma
Procreate	Photoshop
Workfront	Acrobat
After Effects	Microsoft Suite

skills

Art Direction
Visual Communication
Illustration
Brand Strategy / Design
UX/UI Design
Motion Design
Content Creation

honors + extracurriculars

William H. Fields Scholarship

- Rewarded by The Red & Black for commitment and passion

UGA FSA Executive Board PR

- Elected to run social media content creation and photography in 2022

UGAHacks Crew Member

- Created motion graphics and photo layouts for UGAHacks in 2023