

Mavita S. Robinson

GRAPHIC DESIGNER |
VISUAL
COMMUNICATIONS

PROFILE

Graphic Designer and Visual Communications professional with experience in branding, print and digital design, marketing communications, and creative production. Skilled in developing visually compelling materials that maintain brand consistency across multiple platforms. Experienced in Adobe Creative Suite, typography, layout, branding, and collaborative design projects. Detail-oriented and organized, with the ability to manage multiple projects, meet deadlines, and translate ideas into effective visual solutions.

KEY SKILLS

- Graphic Design & Visual Communication
- Print & Digital Design
- Brand Identity & Brand Consistency
- Adobe Creative Suite — InDesign, Illustrator, Photoshop
- Typography & Layout
- Marketing & Promotional Materials
- Creative Concept Development
- File Preparation & Production
- Client & Team Collaboration
- Project & Deadline Management
- Attention to Detail
- Canva

CONTACT

📞 (912)507-5813

✉️ msayal0306@gmail.com

WORK EXPERIENCE

Church of the Palms | December 2023 - Present Director of Digital Communications

- Design and produce print and digital communications, including brochures, flyers, newsletters, promotional materials, event graphics, and other branded collateral.
- Maintain brand consistency across print, digital, social media, website, and communications materials.
- Create visual assets and layouts for church events, campaigns, announcements, and community outreach.
- Collaborate with leadership and ministry teams to develop creative solutions that communicate ideas clearly and effectively.
- Manage multiple projects and deadlines while ensuring accuracy, consistency, and attention to detail.
- Write and edit supporting copy for marketing and promotional materials.

PGA Tours | August 2023 - June 2024

Freelance Graphic Design

As a freelance graphic designer at PGA Tours, I created captivating visual content that enhanced the brand's presence and engaged fans, I delivered dynamic designs that resonated with the world of professional golf. Created not only visual assets but also collaborated on captions and campaign messaging to ensure brand voice consistency across social media and fan outreach platforms.

Health-Link Society | November 2023 - February 2024

Graphic Design Lead,

- Developed visual and written content for a non-profit in the healthcare space, ensuring clear and empathetic communication tailored for patients and community stakeholders.
- Designed educational and promotional materials to support outreach and fundraising efforts

Creative Juice | August 2023 - October 2023

Graphic Design Intern

As an intern at Creative Juice, I was immersed in branding, web design, and graphics, handling logo creation, client meetings, and project direction.

Mavita S. Robinson

GRAPHIC DESIGNER |
VISUAL
COMMUNICATIONS

SOFTWARE SKILLS

Adobe Creative Suite

InDesign

Illustrator

Photoshop

Canva

Figma

Sketch

AWARDS

American Graphic design Award

(GDUSA 2022) International

Design Award (IDA 2022)

Dean's List, SCAD 2019-2023

Recipient of SCAD Academic

Scholarship, Achievements

Scholarship, and Student

Incentive Scholarship

CONTACT

 (912)507-5813

 msayal0306@gmail.com

 www.mavitasayal.com

EDUCATIONAL EXPERIENCE

PGA Tour SCAD Collaboration | March-June 2023

As a co-project manager alongside a Design Management student, I guided a team of 19 students to create a comprehensive brand toolkit for PGA TOUR University.

Deloitte SCAD Collaboration | January-March 2023

As a co-leader alongside a Design Management student, I guided a team of 16 students to re-imagine the airport passenger experience for a future context.

Pye Barker SCAD Collaboration | January, 2023

I co-led a team of 15 graphic designers and 4 illustrators, collaborating with a Service Design student to redesign Pye-Barker's logo. Our goal was to symbolize all their services while honoring their 75-year history.

Peregrin Rooftop SCAD Collaboration | April 2023

The Grand opening with new designs took place on Feb 10th, 2024. The project was a collaboration with Interior designers and architects to redesign the rooftop bar. As a part of the graphics team, we redesigned the identity and branding.

NFT SCAD Collaboration | February, 2023

I led a team, consisting of a graphic designer and an illustrator to develop innovative concepts. We aimed to imagine a future where NFTs empower artists, support nonprofits, & create new income opportunities.

Royal Caribbean Cruise SCAD Collaboration | July 2022

I served as the sole graphic designer, leading the creation of a slide deck, infographics, and visuals for a project. I also conducted research and applied design strategies for maximum impact.