

Tavier Maldonado

Brand & Marketing Designer

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References are available upon request • open to relocation

Experience

Graphic Designer

Self-Employed • Remote • 2025 - Present

Produced 150+ contract-based design deliverables spanning motion, web, and publication design.

Built reusable production templates, reducing vendor reliance and saving \$3K+ in outsourcing costs.

Executed 24-72 hour turnaround projects while maintaining brand consistency and high production

Graphic Design Coordinator

Kappa Sigma Fraternity • Charlottesville, VA • 2023 - 2024

Sole in-house designer supporting 200K+ members across 298 chapters/colonies in North America. Responsible for the brand and design of the organization.

Produced 600+ deliverables across print, web, email, social, motion, and national events. Reiterating and improving feedback working with stakeholders.

Designed campaign creative for the annual fundraising initiative that raised \$1.25M in 2024.

Built 30+ page brand standards, redesigned 800+ pages of publications, and created reusable Adobe InDesign templates to streamline production workflows.

Multimedia Specialist

Ta-Da Studios • Remote • 2024 - Present

Owned client project responsibilities across branding, web, print and multimedia production and executed them under tight deadlines.

Contributed to the studio's brand identity which include the development of their logo and intro motion graphic.

Supported building 3 Framer websites, developing wireframes, implementing design and layout systems, responsive breakpoints and CMS integration.

Edited videos and produced video asset templates for client launch campaigns which include PSAs and promotion advertisements

Links

Portfolio

<https://www.tavierm.com>

Linkedin

<https://www.linkedin.com/in/tavierm>

GitHub

<https://www.github.com/tavierm>

Summary

Brand & Marketing Designer with experience supporting national organizations and agency clients through high-volume visual production, brand systems, and multi-channel design.

Open to Design Roles.

Education

Gallaudet University

B.S. Business Administration | Washington, D.C.

Certifications

Coursera

Attract and Engage Customers with Digital Marketing
Foundations of Digital Marketing & E-Commerce
Email Marketing (Think Outside the Inbox)

Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Adobe Acrobat
Figma
Framer
Claude (Anthropic)

Skills

HTML & CSS
Tailwind CSS
Typescript/Javascript (Learning in Progress)
React (Learning in Progress)
Print & Publication Layout
Digital, Social and Web Design
Video Editing, Photography & Production