



# maya goosmann

## portfolio

mayagoosmann.com

## education

**Syracuse University**  
**S.I. Newhouse School of**  
**Public Communications**  
B.S. Graphic Design 2023  
Minor in Geography

## skills

### Adobe Creative Suite

Indesign, Illustrator, After  
Effects, Photoshop,  
Premiere Pro, Audition, XD,  
Acrobat, Dimension, Aero

Figma  
Procreate for iPad  
Squarespace  
Keynote  
Powerpoint  
Google Suite  
Canva

### Social Media

Instagram, Twitter,  
Facebook, Tiktok

## contact me

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## experience

### Freelance Graphic Designer | Sports Illustrated

*April - May 2023 / Remote*

- Designed motion graphics for social media content
- Used Adobe After Effects to design and animate 20-second long instagram reels promoting the cover issue, integrating photography, typography, and illustration assets

### Digital Design Director | The Daily Orange

*May 2021 - May 2022 / Syracuse, NY*

- Leadership role overseeing all digital design content created for newspaper's website, instagram, twitter, and facebook
- Created between 3-9 graphics per night based on pitches from writers and sets of data to accompany stories for both web and print on a strict deadline
- Mentored and collaborated with a team assistant designers while balancing multiple short and long term projects
- Developed and maintained the newspaper's branding

### Print Designer | The Daily Orange

*August 2020 - May 2021 / Syracuse, NY*

- Designed print layouts for the news, sports, and culture sections of the newspaper on a deadline
- Collaborated with writers and other designers to create a cohesive, visually pleasing newspaper
- Integrated type, photography and illustration to accompany stories in printed issues

### Motion Graphics Designer | Salt City Harvest Farm

*March 2022 / Syracuse, NY*

- Illustrated and animated a 50-second long explainer video to be posted on the nonprofit organization's website, promoting their mission and goals
- Collaborated with a team of six designers, using Procreate, Illustrator, and After Effects to create assets for the video
- Met directly with the client to discuss their needs and brand identity
- Prepared storyboards and powerpoints to present progress and final deliverables to the client