

MARÍA RAYA

(b. 2002, Madrid, Spain)

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EDUCATION

School of Visual Arts, NYC *Jan 2025–April 2025*
Continuing Education: Advertising (Art Direction Focus)

University of Florida *Aug 2020–May 2024*
Bachelor of Fine Arts, Painting *GPA 3.91 Summa cum Laude*

Central Saint Martins, University of the Arts London *July 2023*
Summer Contemporary Fine Art Course

EXPERIENCE

Graphic Design & Social Media Intern, PAAL World, NYC *April 2025–Present*

- Designed and produced assets across digital and print, including a full sticker pack line, wholesale line sheet, packaging and kidswear collection.
- Created social media content templates and updated them to support product launches and drive online sales.
- Supported a growing fashion brand by contributing to both creative direction and hands-on production across all stages of the design process.

Gallery Intern, Ruiz-Healy Art, NYC *Sep 2024–Dec 2024*

- Coordinated exhibition logistics from planning to opening, facilitating collaboration between artists and gallery team.
- Managed client relations and sales operations, creating sales materials to promote artworks and strengthen relationships with collectors.
- Supported gallery communications through press releases and social media content creation.

Graphic Designer, Center for African Studies, UF *Dec 2022–Jun 2023*

- Established cohesive visual identity through thoughtful branding design solutions that aligned with organizational values.
- Coordinated social media presence and content strategy across multiple platforms.
- Served as the Lead Graphic Designer for the 2023 Gwendolen M. Carter Conference editorial program, overseeing layout and editorial design.

INVOLVEMENT

Research Committee Member, College of the Arts, UF *Aug 2023–May 2024*

- Selected as the sole undergraduate representative from the School of Art + Art History to evaluate research funding proposals alongside faculty.
- Advised the Associate Dean and COTA Proposal Studio on sponsored research protocols resources.
- Provided valuable student insight to inform resource allocation decisions.

Student Ambassador, School of Art and Art History, UF *Sep 2022–May 2024*

- Lead tours of ~30 prospective students and guests through the SA+AH facilities and equipment.
- Founded a mentorship program for freshman students to foster inclusivity.
- Organized community-building events to strengthen art school engagement.

Graphic Designer, Geleé Magazine *Dec 2020–Dec 2021*

- Designed editorial content aligned with the magazine's avant-garde aesthetic.
- Developed visual direction for website and social media platforms.
- Created cohesive design materials that supported the magazine's creative vision.

PRESS

2024 SEVEN Magazine, Issue 02, Digital Features

AWARDS

2023 Sarah and Kenneth Kerslake Award Recipient

SOFTWARE

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, Lightroom, After Effects)
Figma
MS Office
Google Workspace
Cargo Site
WordPress
Mailchimp