

Marissa Baca is an Art Director, Marketing Director, and Creative Producer based in Brooklyn, NY.

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WORK EXPERIENCE

2016-2018

American Eagle Outfitters

Graphic Designer, Men's Apparel

- Spearheaded the evolution of concept to design to art production on capsule collections, ensuring cohesiveness and brand alignment across US and International stores.
- Facilitated collaborative creation of seasonal collections, working intimately with multiple teams to synthesize visions into tangible designs.
- Represented AE at notable events like Complexcon and Coachella, trendspotting to maintain the brand's competitive presence.

2019-2022

Freelance Design

Branding and Product Design

- Worked with reputable brands such as Madewell, Lambda Legal, and Rosebud CBD, elevating their visual narratives through branding and product design.
- Conceived, designed, and successfully pitched a distinctive line to Madewell across multiple seasons, highlighting a strong sense of market trends and brand awareness.
- Navigated Lambda Legal's capsule collections from art direction to design, ensuring their seamless production and marketing in collaboration with the internal team.

2017-2021

Grl & co.

Founder and Operator

- Cultivated the brand from inception, handling all aspects of product design while steering the business development trajectory.
- Orchestrated the management of wholesale accounts, navigating partnerships with over 20 stores across the US, Canada, and Australia to enhance brand visibility and reach.

2020-2023

Medly

Chief Marketing Officer and Creative Director

- Oversee the entirety of the marketing and creative department, from branding design to managing creative personnel and establishing efficient workflows.
- Instigate and lead multifaceted campaigns and initiatives that enhance brand visibility and stakeholder engagement across varied platforms.

2020-2023

Medly Supper Club

Creative Director and Event Producer

- Conceptualized and executed multiple experiential dining experiences, crafting immersive atmospheres for 160-260 attendees in distinguished venues like Spring Studios and Canoe Studios, NYC.
- Curated each detail, ensuring every event was not only a dining experience but a holistic sensory journey for all attendees, solidifying the brand's reputation in the market.

EDUCATION

Parsons School Of Design

BFA Communication Design

2016

EXPERTISE

- Conceptual Ideation
- Conceptual Design
- Event / Creative Production
- Art Direction
- Marketing Campaigns
- Chat GPT Prompting
- Midjourney Prompting
- Social Media Management
- Print / Product Production
- Product Design
- Project Management
- Graphic Design
- Copywriting

SOFTWARE AND PLATFORMS

Adobe Illustrator, Figma, Notion,
Adobe Photoshop, Adobe InDesign,
Google Suit, And Microsoft Office.