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Brooklyn, New York

# Mariana Colmenares

## PRATT INSTITUTE

Communications Design, BFA

Double minoring in UI/UX and  
Entrepreneurial Business Strategy

Cumulative GPA 3.9  
Expected Graduation May 2025

## TOOLS

Adobe Creative Cloud  
Figma, Miro, Microsoft Teams  
Microsoft Office  
Google Workspace  
HTML, JavaScript, and CSS

## SKILLS

Cross disciplinary design  
Market and content strategy  
Branding  
User story development  
Motion graphics  
Prototyping  
Video and photo editing  
Presentation deck design  
Page layout design

## LANGUAGES

English – fluent  
Spanish – fluent  
Portuguese – fluent

## EXPERIENCE

*Torrance, CA/ June 2024 - Present*

### **Honda R&D Advanced Design Intern**

- Partner with cross-disciplinary teams on project development, as part of the digital team working with automotive styling team
- Collaborate in ideation of UX feature and function strategy for in-cabin experience, elevating spatial design through integration of digital features
- Conduct market and user research for company products, developing unique value propositions that add market value

*Brooklyn, NY/ January -May 2024*

### **Design and Research for Civic Campaign**

- Conducted market research and competitor analysis, providing insights to guide campaign strategies
- Developed brand identity and assets, resulting in increased voter turnout
- Delivered comprehensive campaign social media strategy and materials including web assets, pamphlets, and posters

*Brooklyn, NY/ April -August 2023*

### **Auvray Gallery Design and Marketing Intern**

- Crafted brand identity assets and guidelines, along with marketing materials including storefront design, signage, business cards, and product catalogs.
- Managed event planning tasks, including sponsor and press relations, and coordinated invitation distribution via email and social media.
- Successfully coordinated a launch party attended by over 300 guests.

*Brooklyn, NY/ 2022-2024*

### **Pratt Student Union Ambassador**

- Performed front desk duties and provided customer service
- Facilitated setup and management of events focused on boosting community engagement.

## EXTRACURRICULAR ACTIVITIES

### **Honda Sponsored Dream Driven Design Workshop**

- Exhibited final project at the ICFF Fair in May 2024, NYC.
- Participated in a workshop on future ideation and AI as a research tool.
- Selected from a competitive pool of applicants for one of 15 exclusive spots.

### **Student Orientation**

- Aided incoming students during Orientation week as part of the student staff.
- Participated in activities and training focused on leadership and service skills.