

# Mariana Colmenares

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Brooklyn, New York

## EDUCATION

Pratt Institute, Expected Graduation May 2025.

BFA in Communication Design  
with an emphasis on Graphic Design .

Double minoring in Entrepreneurship and UI/UX.

Cumulative GPA 3.85

## SKILLS

### Trilingual

- Fluent in English, Spanish, and Portuguese.

### Programs

- Proficient with Adobe Suite, Microsoft Suite, and Figma.
- Experience coding in JavaScript and CSS.

## EXTRACURRICULAR ACTIVITIES

### Honda Sponsored Dream Driven Design Workshop

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

### Commencement Speaker Committee

- Selected by faculty and staff to join an exclusive committee responsible for choosing the commencement speaker.
- Actively participated in discussions to select the best option based on event needs, demonstrating strong communication and teamwork skills

### Student Orientation

- Aided incoming students during Orientation week as a part of the student staff.
- Participated in a series of activities and training focused on leadership and service skills.
- Successfully led a week full of events for a group of over 20 incoming students

## EXPERIENCE

*June 2024 - Present / Torrance, CA*

### Honda R&D Advanced Design Intern

- Assist in design ideation and exploratory research for studio projects
- Participate in meetings and discussions regarding design planning and process, emphasizing user experience and research.

*January -May 2024/ Brooklyn, New York*

### Design and Research: NYC Civic Campaign

- Conducted extensive research and competitor analysis to conceptualize the campaign's design language.
- Successfully increased voter turnout by enhancing voter exposure.
- Delivered comprehensive campaign materials, including pamphlets, print media, web assets, and social media strategy.

*April -August 2023/ Brooklyn, NY*

### Auvray Gallery Design and Marketing Intern

- Crafted brand identity, including logo design, color palette, and typography guidelines.
- Created marketing materials such as storefront design, signage, business cards, and artist catalogs.
- Managed event planning tasks, including sponsor and press relations and the distribution of invitations via email and social media.
- Successfully coordinated a launch party attended by over 300 guests.

*2022-2024 / Pratt Institute / Brooklyn, NY*

### Student Union Ambassador

- Perform front desk duties and provide customer service for students, staff, and visitors.
- Handle the approval and distribution of posters for campus communications.
- Organize and set up events, with a focus on boosting community engagement.