Mariama Hilliard

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EDUCATION

University of Miami **Coral Gables, FL**
Bachelor of Science in Creative Advertising and Graphic Design, Minor in Marketing August 2025

- **Honors:** Provost's Honor Roll, Dean's List, Canes' Achievement Scholarship, Hopie Perry – Lavenia Young Scholarship Recipient, RPO Inc. Scholarship Recipient, Equitable Excellence Scholarship Recipient
- **Relevant Coursework:** User Experience Design**,** Graphic Design III, Interaction Design, Human-Centered Design, Digital Media Metrics, Advanced Design for Advertising, Digital Marketing

WORK EXPERIENCE

Virtual Experiences Simulation Lab, University of Miami **Coral Gables, FL**
UX/UI Designer October 2023 – August 2025

- Conceptualized and designed wireframes, user flows, and visual systems in Figma for 3 simulation games, supporting 1,000+ potential users
- Conducted weekly collaborative meetings with supervisors, developers, and Principal Investigators to present user-centered design progress and incorporate feedback
- Delivered polished, user-centric designs that enhanced engagement and usability for diverse audiences

Toppel Career Center **Coral Gables, FL**
Career Coach August 2024 – June 2025

- Advised 100+ students monthly on resumes, job applications, and career development, building confidence across academic and professional stages
- Facilitated 10+ outreach events and workshops yearly, delivering presentations to educate 100+ students on resumes, cover letters, and job opportunities via Handshake and LinkedIn
- Completed 48 hours of advanced career training, enabling one-on-one advising for resumes, job applications, and graduate programs

Nasdaq **Manhattan, NY**
Product Design Intern June 2023 – August 2023

- Redesigned the Nasdaq Watch page across devices, improving layout clarity and visual hierarchy; elements were later reflected in the live site, boosting user flow by ~10%
- Conducted usability testing with 15 in-house employees and 6 competitive audits, translating insights into iterative UI improvements
- Created a library of 20+ Figma components with variants and partnered with product and SEO teams to align UI with performance and accessibility goals

Office of Graduate Studies & School of Education and Human Development **Coral Gables, FL**
Digital Media & Graphic Design Assistant September 2022- May 2023

- Designed 20+ social media graphics and digital flyers, enhancing the department's visual presence across Instagram and email newsletters
- Supported the development and execution of diverse event planning initiatives with efficiency and teamwork

People for People Charter School **Remote**
Graphic Design Curriculum Specialist June 2022 – August 2022

- Designed a comprehensive Graphic Design curriculum for 6th–8th grades, including engaging exercises, semester-long projects, Photoshop tutorial videos, and assessment rubrics
- Developed 10+ lesson plans and instructional materials, ensuring clear guidance for students

LEADERSHIP EXPERIENCE

Black Creatives Collective **Coral Gables, FL**
External Vice President & Former Art Director August 2023 – May 2025

- Curated *Mirrors of the Infinite* art exhibit, managing a $20K+ budget and a 7-person team for creative direction, partnerships, and scheduling
- Secured $2,000+ in sponsorships by pitching to external partners and represented the collective in meetings to build long-term relationships
- Developed and designed a cohesive theme for 30 social media posts and promotional flyers, leading to a 11% increase in Instagram engagement over nine months
- Built a brand guide and redesigned logo to unify the organization's voice across digital and print platforms

SKILLS & ACTIVITIES

Languages: Beginner in Spanish
Technical Skills: Advanced in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google Workspace, Figma, HTML, Microsoft Word, Microsoft PowerPoint, and Notion. Intermediate Proficiency in Asana, Cascading Style Sheets (CSS), Adobe After Effects & Aero.
Activities: 2023-2025 Unity Roundtable Public Relations and Media Advisor, 2024-2025 Student Government Board of Communications Graphic Designer
Certifications & Licenses: The Origins I: HTML by *Codédex*
Interests: Drawing, 2000s Music, Video Games, Journaling