

# Maris Price

marisprice.com  
marisprice01@gmail.com  
402.740.9054  
Salt Lake City, UT

## Education

University of Northern Iowa  
BA Graphic Design  
2014-2018

## References

Brenda Hawley  
Creative Lead, Spacestation  
Phone: 435.200.7905  
Email: [brenda@spacestation.com](mailto:brenda@spacestation.com)

Devin Wakefield  
Creative Director, Spacestation  
Phone: 208.315.3438  
Email: [devin.j.wakefield@gmail.com](mailto:devin.j.wakefield@gmail.com)

Shaun McBride  
Owner, Spacestation  
Phone: 385.626.9803  
Email: [shaun@spacestation.com](mailto:shaun@spacestation.com)

## About

Creative Designer | Visual Storyteller | Branding Specialist

Multidisciplinary designer with 8 years of professional experience delivering innovative, brand-aligned visual solutions across print, digital, and experiential platforms. Skilled in transforming complex concepts into compelling designs through a combination of design thinking, artistic experimentation, and strategic insight. Proficient in branding, logo design, typography, digital and print collateral, event and environmental design, apparel design, website design, and illustration. Adept at working in fast-paced, cross-functional environments within industries such as entertainment, esports, marketing, start-ups, and technology. Driven by a passion for visual storytelling and a commitment to pushing creative boundaries, I consistently bring a fresh, unconventional perspective to every project, balancing aesthetic quality with strategic impact.

## Experience

### Senior Graphic Designer | Spacestation

Layton, UT | September 2020 - May 2025

As a Senior Graphic Designer at Spacestation, I led the design and development of a wide range of creative assets across digital, print, merchandise, and event platforms. My role required a strategic understanding of brand identity and the ability to translate business goals into compelling visual solutions across multiple touchpoints.

- **Creative Leadership:** Partnered with marketing and cross-functional teams to conceptualize and execute brand-aligned designs that supported business objectives across various Spacestation ventures.
- **Cross-Platform Design:** Produced digital and print materials, including merchandise, sales collateral, large-scale event branding, social media content, and environmental graphics for live activations and events.
- **Brand Stewardship:** Contributed to the creation and evolution of brand identities across multiple companies within the Spacestation umbrella, ensuring consistency while introducing innovative visual strategies.
- **Collaboration & Execution:** Worked closely with a team of designers, marketers, and external vendors to bring creative concepts to life. From initial brief to final production on time and within scope.
- **Project Management:** Simultaneously managed multiple design initiatives using tools like the Adobe Creative Suite, Figma, Shopify, and Monday balancing hands-on design execution with high-level creative direction.

### Graphic Designer | Hatch

West Des Moines, IA | May 2018 - March 2020

As a Graphic Designer at Hatch, I applied creative problem-solving and a strategic design approach to deliver impactful print and digital solutions for diverse clients. I collaborated closely with creative and marketing teams in a fast-paced agency setting to develop cohesive branding and marketing campaigns that aligned with business objectives.

- Developed comprehensive brand identities and marketing materials in collaboration with the Art Director, from concept to final execution.
- Designed multi-channel assets including brochures, ads, digital banners, emails, and social media graphics across varied client industries.
- Worked closely with creative and marketing teams to align visual content with broader campaign strategies and client messaging.
- Managed multiple design projects simultaneously, delivering high-quality work under tight deadlines while maintaining attention to detail.

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## Experience Continued

### Design Intern | UNI Recreation Services

Cedar Falls, IA | March 2017 - May 2018

As the in-house Student Graphic Designer for Recreation Services, I was responsible for the full lifecycle of print and digital design projects, supporting departmental marketing initiatives while maintaining alignment with the university's broader brand standards. I played a key role in developing a cohesive visual identity for the department and led major design initiatives from concept to execution.

- Created and managed all marketing materials across print and digital platforms, including flyers, brochures, posters, and web assets.
- Developed a distinct sub-brand for Recreation Services, ensuring visual consistency while adhering to overarching university brand guidelines.
- Led the design, layout, and production of the All Programs Catalog, organizing content and collaborating with internal stakeholders to deliver a polished, user-friendly publication.
- Contributed to departmental operations by participating in the interview and hiring process for the next graphic designer, ensuring continuity in design standards and workflow.