

Maria B. Shain

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EXPERIENCE

PBS NORTH CAROLINA, media network (2013-ongoing)

Senior Graphic Designer/CenterPiece Art Director (2019-ongoing)

- Won both UNC-TV's Resourcefulness and Innovation Award and Best Dessert Contest on the very same day.
- On launch teams for website redesign, mobile app and rebrand.
- Established online annotated proofing system.
- Expanded and modernized trade ad program, focusing on audience and metrics.
- Developed interactive online version of *CenterPiece* magazine, our monthly program guide.
- Redesigned print version of *CenterPiece* (circulation 85,000) to include listings for three additional channels and a second time to update branding.
- Innovated *CenterPiece* covers. Won the National Educational Telecommunications Association award for our interactive coloring cover.
- Introduced InDesign/InCopy workflow, streamlining the design/edit process.

INDEPENDENT WEEKLY, award-winning website and weekly newspaper (circulation 50,000) covering politics, arts and culture in Raleigh, Durham and Chapel Hill, NC (1997-2012)

Art/Design Director (2006-2012)

- Initiated the addition of motion and interactive graphics to website first in Flash, then in HTML and CSS.
- Redesigned both website and paper.
- Assimilated qualitative and quantitative feedback to refine cover design and maximize pick-up.
- Established in-house illustration team.
- Regularly won North Carolina Press Association's Appearance and Design awards.
- Received Association of Alternative Newsweeklies' awards for Illustration, Editorial Layout, Special Section and Innovation/Format Buster.

Production Manager (1999-2006)

Ad Designer (1997-1999)

EDUCATION AND SKILLS

UNC HUSSMAN SCHOOL OF MEDIA AND JOURNALISM, Chapel Hill, NC
Graduate Certificate in Digital Communication

EARLHAM COLLEGE, Richmond, IN, BA Fine Arts

SOFTWARE AND SKILLS

- Adobe CS InDesign, Photoshop, Illustrator, Premiere Pro, After Effects and Dreamweaver
- Microsoft Word, Excel and PowerPoint
- WordPress, Drupal, Bento, HTML, CSS, UI, UX, SEO and analytics
- Management, art direction, photography, illustration, writing and editing

FREELANCE

Websites, CDs, logos, identity packages, political campaigns, book design and paintings

SAMPLES

MariaBilinskiShain.com · pbsnc.org/centerpiece

