

Award-winning graphic designer and art director with 20+ years in media. Skilled at defining visual strategies and finding creative solutions to illustration, layout and production dilemmas. Accomplished at conceiving and overseeing projects, schedules and systems. Developed talented, effective design teams.

EXPERIENCE

PBS NORTH CAROLINA, the third largest PBS market in the U.S. (2013–2025)

Senior Graphic Designer & CenterPiece Art Director (2019–2025)

- Won both the Resourcefulness and Innovation Award and Best Dessert Contest on the same day.
- On launch teams for website redesign, mobile app and rebrand.
- Expanded and modernized trade ad program, focusing on audience and metrics.
- Developed interactive online version of *CenterPiece* magazine, the monthly program guide.
- Redesigned print version of *CenterPiece* (circulation 85,000) twice.
- Introduced InDesign/InCopy workflow, streamlining the design/edit process.
- Established online annotated proofing system for *CenterPiece*.
- Design selected for the new North Carolina Channel logo.

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 Director (2006–2012)

- Supervised team of four designers.
- Initiated the addition of motion and interactive graphics to website 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)

COMPETENCIES

SKILLS AND SOFTWARE

- Design, art direction, management, photography, illustration, brand strategy, writing and editing
- Adobe CS InDesign, Photoshop, Illustrator, InCopy, Acrobat, After Effects and Premiere Pro
- Microsoft Word, Excel and PowerPoint
- Experience with AI, WordPress, Squarespace, Canva, HTML5, CSS3, UI, UX, SEO, accessibility and analytics

UNC SCHOOL OF MEDIA AND JOURNALISM, Chapel Hill, NC, Graduate Certificate in Digital Communication
Courses: Writing for Digital Media, Digital Data & Analytics and Visual Communication & Multimedia

EARLHAM COLLEGE, Richmond, IN, BA Fine Arts

FREELANCE

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

SAMPLES

MariaBilinskiShain.com



AWARDS

AT PBS NORTH CAROLINA

- **2024 The Telly Awards** Key Ingredient Promotional Video (logo concept)
- **2017 Graphic Design Award** Ads
- **2016 National Educational Telecommunications Association Award** Interactive Coloring Cover
- **2013 CenterLights Resourcefulness and Innovation Award**

NORTH CAROLINA PRESS ASSOCIATION AWARDS

- **2011 Appearance and Design, Second Place**
“The *Independent* takes design chances that work. The visual appeal is striking. ‘Last chance dance’ was a great design. Loved the calendar.”
- **2010 Appearance and Design, First Place**
“Well designed, with crisp clear type and good photo placement. Each page is a treat.”
- **2008 Appearance and Design, Third Place**
“Very clean; good handling of large amount of information. Well organized.”

ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES AWARDS

- Staff won **Illustration, First Place** (2012) and **Second Place** (2007 & 2011)
- Staff won **Editorial Layout, Second Place** (2012)
- Staff won **Special Section, First Place** (2011)
- Staff won **Innovation/Format Buster, Second Place** (2010)

FREELANCE CLIENTS

- **Alex Hardy, Baldemar Velázquez (FLOC), Dave Kepford, Flyin’ Records, Jeff Cobb, Hard Miles Music, Mappamundi, Michael Melia, Musica, Penne Sandbeck, R&D Records, Shannon O’Connor, Slippery Hill Bluegrass, Suzanne Schmid, Tim Smith:** CD projects
- **Carolina Justice Policy Center:** flyer
- **Don Moffit,** Durham City Council campaign: logo
- **Fine Metals, Flyin’ Records, Fuzzmite, Phil Cohen:** website design
- **Heidi Carter,** campaign: ads and postcard
- **Rebecca Christie:** website
- **Judge Orlando Hudson,** campaign: postcard
- **Kenn Prebilic,** Thunderbird Walking: book design
- **Lookout,** clothing stores: posters, flyers and postcards
- **MDC,** a nonprofit fighting poverty: reports, flyers, forms and ads
- **Mine Enemy: German POWs in America:** logo
- **UNC Gillings School of Global Public Health:** Moms & Teens for Safe Dates logo, flyer and booklets
- **Pittsboro Merchant Association:** poster and flyer
- **Steve Schewel,** Durham School Board, City Council, Mayoral and Affordable Housing Bond campaigns: postcards, yard signs, identity package
- **TechGarden,** tech support: logo design
- **Twig,** eco-friendly specialty shop: postcards and posters
- **X-Project,** a smoking cessation program at Duke University Medical Center: logo and identity package