



Marisa
Wetterskog

contact me

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soft skills

Creative Problem Solving, Concept Development, Brand Awareness, Collaboration, Time Management, Attention to Detail, Clear Written and Verbal Communication

interests

Fiber Arts, Illustration and Mixed Media Painting, Writing, Video Editing and Animation, Gerbil Care

education

BACHELOR'S DEGREE OF ARTS

University of Texas at
Dallas
2017–2021

ASSOCIATE'S DEGREE OF ARTS

Richland College
2015–2017



work experience

Graphic Designer

OCT 2022 – PRESENT

OFFICE OF COMMUNICATIONS
UNIVERSITY OF TEXAS AT DALLAS

- ◇ Conceptualize and design a wide range of print and digital materials—including flyers, posters, postcards, logos, and brochures—ensuring visual cohesion and alignment with institutional brand standards.
- ◇ Complete annual redesign and production of investiture reports and academic magazines, elevating layout, typography, and cover design for individual schools.
- ◇ Develop and execute comprehensive visual assets for biannual commencement ceremonies, including digital announcement slides, large-scale banners, step-and-repeat backdrops, parking maps, and environmental signage.
- ◇ Create branded logo lockups and shortcuts for cohesive branding among campus organizations, teams, offices, and other groups.
- ◇ Contribute to university-wide rebranding initiatives, assisting in the refinement of color palettes, typography, logo branding, and template development. Participate in collaborative brainstorming sessions and cross-campus focus groups to gather and implement stakeholder feedback.

Coordinator

JAN 2021 – SEP 2022

EVENTS TEAM IN OFFICE OF RESEARCH AND INNOVATION
UNIVERSITY OF TEXAS AT DALLAS

- ◇ Supported live event production through technical setup, real-time troubleshooting, and post-production editing to ensure seamless event execution.
- ◇ Developed clear training tutorials and process documentation covering team workflows and software platforms (including Premiere and Teams), improving onboarding efficiency.
- ◇ Conducted interviews and led onboarding and training for student employees.

Student Assistant

NOV 2018 – DEC 2021

EVENTS TEAM IN OFFICE OF RESEARCH AND INNOVATION
UNIVERSITY OF TEXAS AT DALLAS

- ◇ Supported both on-site and virtual event execution through environment setup, video editing, and design of marketing and other branded collateral.
- ◇ Edited a monthly office-wide newsletter and composed a weekly campus-wide newsletter called “This Week in Research.”
- ◇ Collaborated on an animated informational video series for the Institutional Review Board, contributing to script development, voiceover coordination, character design and rigging, illustration, animation, and video compiling and editing.
- ◇ Designed a comprehensive sponsorship packet for B.E.S.T. Robotics, including information about B.E.S.T. Robotics, its impact for kids’ academics, sponsorship offers, and testimonials.