

MAYA KAPUR

I am a strategic thinker and graphic designer who believes in unique perspectives to the design development process. The program at Parsons focused on concept research, brand strategy, prototyping, and marketing. My experience in a professional and educational setting taught me in-depth collaboration skills.

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EDUCATION

Parsons School of Design

BBA in Strategic Design and Management

Minor in Communication Design

New York / 2021

- GPA: 3.95 / 4.0
- Dean's BBA Merit Scholarship recipient

SKILLS

Software

- Adobe Creative Cloud
- Microsoft Office
- Google Applications
- Shopify
- Insightly
- Mailchimp

Design

- Mood Boards
- CADs
- Tech Packs
- Look Books
- Mockups
- Site Renderings
- Photo Editing
- Social Media
- Blog Writing
- Press Reports

Business

- Research
- Strategy Frameworks
- Financial Models
- Purchasing
- Ecommerce Management
- Public Speaking

AWARDS

The New School

Outstanding Student Leader / 2020

Max Adler Leadership Award / 2019

Parsons Gala Student Art Showcase / 2018

The University of Rochester

1st speaker and finalist in novice debate / 2019

West Point Military Academy

Semifinalist in novice debate / 2018

PROFESSIONAL EXPERIENCE

LLABB

Junior Project Manager / New York / Feb 2020 - Nov 2020

- Worked with CEO and contributed to the founding team of a fashion tech startup that created proprietary on-demand software for a sustainable accessories manufacturing process
- Synthesized research and applied analytical thinking to brand strategy and VC pitch

Centric Brands

Marketing Intern / New York / June 2019 - July 2019

- Collaborated with cross-disciplinary design and strategy teams for nationwide brand launch in major department stores
- Intern Project: business plan and Centric Brands direct to consumer platform, presented to the company and CEO

The Shark Group

Graphic Design Intern / New York / Sept 2018 - May 2019

- FUBU: Work with the head of design and production at each step from conception to post for brand relaunch
- Intern Project: business plan and platform for branding services; used as groundwork for division launch to streamline company process

Clutch Made

Assistant Project Manager / New York / June 2018 - Aug 2018

- Managed client accounts by sourcing, organizing, and editing materials
- Content creator for all social media accounts and published company blogs, newsletters

Bridget Parris Couturier

Design and Production Intern / New York / Feb 2018 - Apr 2018

- Assisted production process including creating graphics and financials Fashion Market Week

INVOLVEMENT

BBA + First Year Connect Program

Founding Council and Mentor / Jan 2020 - Present

- Build conversations and community within the BBA program by mentoring students

Parsons Student Senate

Vice President / Jan 2019 - Present

- Create and manage \$15,000 yearly budget
- Chair weekly meetings consisting of 15 members

Manager of the Art Fund / Aug 2017 - Dec 2018

- Supports the art fund by fundraising and holding promotional events such as a gala of 250 attendees
- Oversee approximately 300 funding requests per year

The New Voice Toastmasters

Vice President of Education / Aug 2017 - Present

- Organize weekly meetings consisting of up to 50 members; created new online curriculum
- College chapter that focuses on improving public speaking and leadership skills

The New School Debate Team

Judge for Success Academy Charter Schools / Jan 2018 - Present

- Compete at the national level

MAYA KAPUR

DECEMBER 11, 2020

Code and Theory
2020 Junior Creative Strategist

To Whom It May Concern,

My name is Maya Kapur and am a Dean's Scholar graduating in the Spring of 2021 from Parsons School of Design studying Strategic Design and Management and a minor in Communication Design.

I developed a holistic perspective on business through my technical understanding of graphic design and analytical skills. Most people are focused on the product. And while that is important, I love the process. I am passionate about collaborating with others that have different strengths to solve problems in unique ways. I believe that the result is a more human-centered outcome that is beautiful, functional, and effective.

I think this position would be a great fit due to my previous professional experience in various parts a product's development. The common thread was that I had to see the bigger picture and take a leadership role to ensure that all the components came together successfully.

I learned a lot about being a graphic designer at a branding and advertising agency, The Shark Group. By working directly with the head of design and production, the creative director, and head graphic designer, I was exposed to a variety of projects. My main project was for FUBU's collaboration with Century 21. I was assigned various tasks throughout the entire relaunch: creating CADs, tech packs, and POs, handling sample management, designing graphics, mockups, and pitch deck, assisting during model photoshoots and the event itself, as well as putting together press reports. My supervisor was complimentary of my versatility and successful handling of multiple assignments.

My internship with Centric Brands, a design, manufacturing, and licensing company, has given me insight into the nuances of the business of fashion. My main project was the brand strategy and launch of Avirex in major department stores nationwide. I was involved with everything from the marketing and research, to the photoshoots and in-store placement.

Most recently I have assisted the CEO and contributed to the founding team of a fashion tech startup, LLABB. My work has included flows, UI/UX design, and beta testing for the proprietary software, as well as brand strategy and analysis, ecommerce, and look book creation. Balancing different aspects was difficult, but I learned the process of creating a company from the ground up.

The emphasis on creativity and diversity drew me to Code and Theory. I would be thrilled to work in an environment where I can continue to grow and learn with curiosity at a fast pace, as well as one with passionate peers. Thank you and I hope to hear back from you soon to discuss my eligibility for this role.

Sincerely,

Maya Kapur