

# MAYA KAPUR

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## EDUCATION

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### Parsons School of Design, The New School

New York, NY

*Bachelor of Business Administration in Strategic Design and Management with a minor in Communication Design*

May 2021

- GPA: 3.95/4.00
- Honors and Awards: Dean's BBA Merit Scholarship recipient, selected for 2018 Parsons Gala Student Art Showcase

## PROFESSIONAL EXPERIENCE

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### LLABB

New York, NY

*Junior Project Manager*

Feb 2020 – Nov 2020

- Worked with CEO and contributed to the founding team of a fashion tech startup
  - 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

New York, NY

*Marketing Intern*

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

New York, NY

*Graphic Design Intern*

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

New York, NY

*Assistant Project Manager*

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

New York, NY

*Design and Production Intern*

Feb 2018 – April 2018

- Assisted with production process including creating graphics and financials for Fall 2018 Fashion Market Week

## INVOLVEMENT AND AWARDS

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### BBA + First Year Connect Program

Jan 2020 – Present

*Founding Council and Mentor*

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

### Parsons Student Senate

Aug 2017 – Present

*Vice President*

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

*Manager of the Art Fund*

- 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

Aug 2017 – Present

*Vice President of Education*

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

### New School Debate Team

Jan 2018 – Present

- 2019 1<sup>st</sup> place speaker/finalist at University of Rochester, Max Adler Leadership Award, 2018 semifinalist at West Point Military Academy

## SKILLS

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- Professional experience in Adobe Creative Cloud, Microsoft Office, Google Applications, Shopify, Insightly, and Mailchimp:
  - Mood boards, CADs, tech packs, look books, mockups, site renderings, photo editing, social media/blog management, press reports
  - Research, financial models, POs, ecommerce management

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.

With this degree, I am able to utilize my technical understanding of graphic design and use of business analytical skills to have a holistic perspective. Most people are focused on the product and how to get there. And while that is important, I love the process. My passion is collaboration with others with 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 I 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.

During my time in college so far, I have been fortunate enough to be a part of the Parsons Student Senate, an experience that has pushed me to develop my leadership skills and organizational abilities by chairing meetings and managing and distributing a \$10,000 yearly budget with over 100 funding requests. I have also been able to share my excitement for the major by mentoring freshman students throughout the year and cultivate a community.

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. As a curious person, I enjoy working on hands-on challenges where I am learning and constantly improving.

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. For me, it was important to understand the details of the complex process and the collaboration of different teams.

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. I'd be able to apply my knowledge to ensure that we would deliver detailed, creative solutions in a timely manner.

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 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