MARRA WOOD

Charlotte, NC • woodemarra@gmail.com • (786) 774-3040

EXPERIENCE

Roles below were selected for relevance. Please reach out for other work and experience.

CREDIT KARMA Dec 2020 – Present

Senior Designer, Apr 2025 – Present

- Design marketing emails using Figma, Photoshop, and Illustrator across growth, money, money management, brand systems, Credit Karma marketplace, insurance, loans, and credit cards to drive acquisition, activation, retention, and conversion. Partnering with marketers from kickoff to launch, proofing emails and redesigning based on research, testing, and feedback
- Lead full-funnel Gen Z campaigns across email, landing pages, in-app video, Pinterest, and static + video ads
- Researched and documented Gen Z living and spending habits to build accurate emails and campaigns
- Designed Credit Karma's App Store and Google Play listings for our 130M+ members using A/B testing integrating the new brand
- Apply AI in creative workflows to cut development time (Nano Banana, Runway, Firefly, Figma AI, Gemini, ChatGPT, Claude, and newly integrated ai features in everyday business platforms)

Designer III, Dec 2022 – Apr 2025

- Led design for 10+ company events + recognized holiday events annually across Charlotte, San Francisco, Oakland, Atlanta, New York, and London
- Built event ecosystems, identities, wayfinding, microsites, digital screens, original games, brand books for production partners, and thousands of custom swag pieces personalized for each office
- Directed a creative pod (copywriter, animator, second designer) and external print vendors, approving all work for brand fidelity for each event
- Designed digital marketing screens for Intuit Dome stadium in partnership with LA Clippers, Houston Rockets, and Pride Month takeover.
- Led casting (actors and voice actors) and art direction on-set for social video and campaigns giving production feedback on raw footage, color grading, and cuts
- Built Figma templates and modules, and expanded photo library for creative team use

Designer II & Contract Designer, Dec 2020 – Dec 2022

- Designed wireframes in Figma and built pages for MyCards, a CEO-initiated product giving members insight into cards they were considering, partnering with web developers; supported the launch of dynamic partner pages (128 published in two weeks).
- Worked exclusively for the internal/brand communications team designing company and executive PowerPoints, return-to-office communications during COVID-19, instructional presentations for security and ERGs, newsletters, digital signage
- Built event ecosystems, identities, wayfinding, microsites, digital screens, original games, brand books for production partners, and thousands of custom swag pieces personalized for each office
- Directed a creative pod (copywriter, animator, second designer) and external print vendors, approving all work for brand fidelity for each event
- Designed marketing emails using Figma, Photoshop, and Illustrator for Cash partnership

AMERICAN ASSET CORPORATION Mar 2020 – Sep 2020

Graphic Designer

- Designed leasing collateral for a commercial retail and office portfolio (brochures, availability sheets, comps, maps) that brokers used in tenant meetings, updating it with every vacancy for 6 retail sites
- Art directed property photography, requesting aerial imagery and attending shoots
- Built the brand style guide for the 3 office parks

- Designed social content, e-newsletters, event marketing materials and seasonal city-magazine ads

SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT Apr 2018 – Feb 2020

Senior Graphic Designer

- Designed presentations, agendas, and pamphlets for Governing Board and public meetings, gathering content across various departments, owning proofing and approval, and printing in-house
- Translated complex engineering data into clear public and internal communication across two offices, including annual reports, budget charts, and signage.
- Created instructional presentations and training materials for an outdoor water-conservation classroom for the public, and the company's first fitness trail
- Led brand meetings presenting design direction to separate divisions.

UNIVERSITY OF SOUTH FLORIDA Feb 2015 – May 2018

Lead Graphic Designer, Undergraduate Research, Feb 2015 – Mar 2018

- Lead designer for the undergraduate research program: translated research into flyers, brochures, and event materials, created new program branding and logos, and led Illustrator classes and presentation workshops; trained interns.

Lead Graphic Designer, Student Involvement, Apr 2017 – May 2018

- Lead designer on a three-person team creating signage, playbills, social content, for all campus events
- Created logos for new initiatives and trained designers.

EDUCATION

University of South Florida (USF)

B.A. Mass Communications, Advertising Concentration, 2015 – 2018

Also attended Ringling College of Art + Design and University of Tampa before transferring to USF