

Karen Maia

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SUMMARY

Detail-oriented and versatile professional with a strong background in administrative support, project management, and cross-functional collaboration. Proven ability to manage complex logistics and maintain effective communication with diverse stakeholders, ensuring smooth operations. Experienced in supporting teams with meticulous organization and timely execution of tasks and skilled in conducting research and creating impactful communications materials.

SKILLS

Cross-functional
Collaboration

Minute Taking

Process Optimization

Problem-Solving

File Management

Adaptability and Flexibility

Leadership and Mentoring

LANGUAGES

Portuguese Native

English Proficient

EDUCATION

B. A Psychology - in progress

Arden University - UK

UX Immersive Course

General Assembly - US

B.A Interior Design

Faculdade Cambury - Brazil

EXPERIENCE

Photographer 01/2015 - 06/2016

City heART Long Beach

- Collaborated with a diverse team of journalists and multimedia artists to establish a nonprofit dedicated to community storytelling.
- Directed initiatives that channeled proceeds from art sales to support and uplift the communities covered in our reports.
- Coordinated and managed community events, ensuring successful execution and engagement to promote our mission and raise funds.
- Developed programs to serve a wide range of individuals, including veterans, families, senior citizens, at-risk youth, people in recovery, those experiencing homelessness, individuals struggling with mental health, and those facing food insecurity.

Sample Coordinator 07/2021 - 10/2022

Old Navy San Francisco

- Directed and administered multiple marketing photoshoot project timelines, overseeing scheduling, deadline tracking, and ensuring sample data accuracy.
- Directed multiple project timelines, coordinated complex logistics between teams, and ensured seamless execution from pre-shoot preparation to post-shoot completion.
- Collaborated with cross-functional teams to prioritize tasks and streamline workflows, enhancing efficiency in a fast-paced environment.
- Organized and assembled materials for daily, monthly, and seasonal photoshoots, ensuring alignment with project requirements and resolving discrepancies.

Visual Design Production Artist 07/2020 - 07/2021

Old Navy San Francisco

- Provided support to senior management and graphic design team throughout the lifecycle of visual merchandising communication projects.
- Developed interactive PDFs, of monthly style guides to enhance communication strategies.
- Continuously assessed and improved department deliverables, optimizing visual communication effectiveness.
- Managed assets using Adobe Illustrator, maintaining organized repositories for efficient collaboration.

Associate Manager of Product Operations 11/2017 - 06/2020

Old Navy San Francisco

- Collaborated with cross-functional teams to ensure accurate product information for marketing shoots, creating shoot packets and shot lists for Omni and international shoots.
- Led the development of a custom application with a developer to efficiently scan product tags and create inventory records, saving the team approximately 40 hours per month.
- Engaged with stakeholders to identify and implement process improvements, enhancing operational efficiency and productivity.

User Experience Designer 11/2019 - 04/2020

The Sip (Contract) San Francisco

- Redesigned website to enhance company value and increase subscription conversions, demonstrating problem-solving skills and customer focus.
- Conducted user testing sessions and built prototypes, showcasing leadership in driving user-centric design solutions.