

Yajá Mulcare

Brooklyn, NY 11221 | P: +1 9176897712 | yajamulcare@gmail.com | www.yajamulcare.com

Detail-oriented professional pursuing an MFA in Social Innovation with experience in project management, communications, and visual storytelling. Skilled at translating complex ideas into accessible strategies and visuals, coordinating cross-functional teams, and delivering high-quality results under tight deadlines. Passionate about using design thinking and community engagement to drive social impact.

WORK EXPERIENCE

NYC FERRY - HORNBLOWER

Senior Creative Designer

New York, NY
Oct 2022 - Present

- Delivered high-quality campaigns and graphics, ensuring consistency and reducing revisions.
- Executed monthly campaigns that increased growth and audience engagement across platforms.
- Streamlined timelines and communication, improving on-time delivery and stakeholder alignment.

HEALTHLINE MEDIA

Production Illustrator

New York, NY
Dec 2021 - Jun 2022

- Translated complex health and medical information into accessible, engaging visuals.
- Collaborated across teams to develop editorial assets for digital features and campaigns.
- Contributed to storytelling strategies that broadened audience understanding of complex topics.

DIAMOND VOCAL COACHING

Part-Time Graphic Designer

Brooklyn, NY
Jan 2021 - Oct 2021

- Designed and managed marketing campaigns, print ads, and packaging to strengthen brand presence.
- Ensured consistent visual identity across digital and physical platforms.
- Collaborated directly with the owner and staff to align creative projects with business goals and customer needs.

FREE CRIB NYC

Freelance Illustrator

Queens, NY
March 2020 - Dec 2020

- Produced digital illustrations and graphics that amplified social campaigns and community events.
- Developed content responding to current events and cultural trends to engage diverse audiences.

EDUCATION

SCHOOL OF VISUAL ARTS

Master of Fine Arts

Major in Design for Social Innovation

Cumulative GPA: 3.96

Relevant Coursework: Leadership, Entrepreneurship, Data Analysis, Communications Design

New York, NY
Expected May 2026

JOHNSON & WALES UNIVERSITY

Bachelor of Science in Graphic Design & Digital Media

Providence, RI
Sept 2015 - Feb 2019

ADDITIONAL WORK

POP-UP EVENT VENDOR

Various Locations | DesignsByYajá

Oct 2021 - Jun 2024

- Operated booths at local markets, festivals, and community events, attracting diverse customer bases.
- Managed operations including sales, payment processing, and inventory tracking.
- Designed booth layouts and displays to increase visibility and customer engagement.

SKILLS

Strategic & Social Design: Service Design, Human-Centered Research, Mapping, Storytelling, Community Engagement

Project & Communications: Campaign Development, Project Coordination, Brand Strategy, Content Development

Software: Adobe Illustrator, Photoshop, InDesign, Figma, Procreate, Canva, Google Slides