

Yajá Mulcare

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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

Brooklyn, NY

Jan 2021 - Oct 2021

Part-Time Graphic Designer

- 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

Queens, NY

Freelance Illustrator

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

New York, NY

Master of Fine Arts

Expected May 2026

Major in Design for Social Innovation

Cumulative GPA: 3.96

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

JOHNSON & WALES UNIVERSITY

Providence, RI

Bachelor of Science in Graphic Design & Digital Media

Sept 2015 - Feb 2019

ADDITIONAL WORK

POP-UP EVENT VENDOR

Oct 2021 - Jun 2024

Various Locations | DesignsByYajá

- 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