

# DARLING ST. MARIA

*Turning stories into brands and audiences into communities.*

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## WORK EXPERIENCE

### **AICOSU**, Founder & Creative Director | 2025–Present

Founded and oversee an experiential entertainment company producing immersive fan experiences, branded activations, and live events for the anime, gaming, and convention industries.

- Directed creative strategy, branding, marketing, experiential design, and production across multiple large-scale productions serving more than 1,300 attendees.
- Built and managed multidisciplinary teams of up to 30 performers, designers, volunteers, and production staff, establishing creative standards, training programs, and operational workflows.
- Oversaw creative operations including branding, marketing campaigns, budgeting, venue negotiations, sponsorships, staffing, merchandise, customer experience, and production logistics.
- Produced immersive experiences for major conventions including Anime Expo, Anime Los Angeles, and Tucson Asian Night Market, strengthening audience engagement and expanding brand recognition.
- Developed integrated marketing campaigns and visual identities that consistently drove sold-out events, repeat attendance, and highly engaged fan communities.

### **First American Title**, Senior Graphic Designer | 2022–2025

Served as Senior Graphic Designer and creative project lead supporting enterprise marketing initiatives for a Fortune 500 financial services organization.

- Played a key leadership role in the company's enterprise-wide rebrand, helping develop and implement updated brand standards across multiple departments.
- Designed integrated marketing campaigns, executive communications, sales enablement materials, presentations, and digital experiences supporting national business initiatives.
- Developed scalable design systems that improved brand consistency, creative efficiency, and cross-department collaboration.
- Partnered with executives, marketing leadership, UX teams, developers, writers, and business stakeholders to deliver strategic creative aligned with organizational objectives.

### **Arizona State University**, Principal Graphic Designer | 2017–2022

Led creative development supporting one of Arizona State University's largest colleges, developing strategic marketing materials across print, digital, environmental, and presentation design.

- Created comprehensive visual identity systems that strengthened recruitment, institutional communications, and brand consistency.
- Collaborated with executive leadership, faculty, and communications teams to translate complex educational initiatives into engaging visual stories.
- Produced executive-level presentations and communication materials supporting university leadership and international education initiatives.

## Additional Professional Experience

**Cinema Secrets**, Graphic Designer | 2015 – 2017

Designed marketing collateral, packaging, product launches, trade show materials, retail graphics, and digital content supporting an internationally recognized cosmetics brand.

**Sue Wong**, Designer | 2014 – 2015

Developed marketing materials, fashion show graphics, promotional assets, and branded communications supporting luxury fashion collections and special events.

**Cirque du Soleil**, Wardrobe Assistant | 2013

Supported costume operations and wardrobe management for live theatrical productions while collaborating with performers and production teams in a fast-paced entertainment environment.

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## SELECT BRAND & INDUSTRY COLLABORATIONS

Partnered with leading entertainment, gaming, convention, and consumer brands as a creative collaborator, emcee, performer, educator, and brand representative.

**Anime Expo (SPJA), Crunchyroll, Rockstar Games, 2k Games, Bioware, Cryption Media, BuzzFeed, Square Enix, NetEase Games, LEGO, Westfield, NIS America, Phoenix Art Museum, Anime Los Angeles, FanimeCon, and World Cosplay Summit USA.**

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## EDUCATION

**Rhode Island School of Design (RISD)** | Bachelor of Fine Arts, Illustration | 2013

Focused on cinematic storytelling, narrative illustration, composition, and visual development, with an emphasis on costume design, graphic design, and story-driven creative problem solving.

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## EXPERTISE

**Leadership:** Creative Direction, Creative Strategy, Team Leadership, Cross-Functional Collaboration, Creative Operations, Stakeholder Communication

**Brand & Marketing:** Brand Strategy, Experiential Marketing, Integrated Campaigns, Brand Identity Systems, Community Engagement, Customer Experience

**Creative:** Art Direction, Graphic Design, Illustration, Visual Storytelling, Presentation Design, Packaging Design

**Production:** Event Production, Creative Production, Vendor Management, Budget Planning, Production Logistics, Live Experience Design

**Technology:** Adobe Creative Cloud, Figma, Affinity Suite, HTML5, CSS, Microsoft Office, Google Workspace, CAD/CAM, AI-Assisted Creative Workflows, Large Language Models (LLMs)

**Language:** English (Native), Japanese (Professional Working Proficiency / JLPT N3)