



BCN Black Women in Business Spotlight

Local graphic designer Maya Jackson looks to make business dreams come true

By BCN Staff Writer Victoria Mays

LITTLE ROCK – (June 8) -- Running into a black woman who specializes in graphic design in Arkansas is a rare occurrence. Maya Jackson is a graphic designer who owns Day Dream Graphix LLC in Central Arkansas. Currently, she works as a full-time graphic designer at a local print shop and hopes to transition to full-time self-employment soon.

Jackson has always had a passion for art and crafts since her formal education years. While attending Temple Baptist Academy in Jacksonville during her senior year of high school, she watched a presentation by recruiters from a Florida University that covered graphic design and how it works. In that moment, the light came on and she realized that was how she was going to put her art skills to work and earn money from it. She attended college for two years at Harding University and registered for Sessions College for Professional Design online and obtained her Graphic Design certification.

“People tend to say the sky is the limit, but the sky is not the limit. There is no limit. The limit does not exist,” Jackson said. That very thought is one of the things that inspired the name of her business with Jackson deciding not to combine the two words “day” and “dream” because, “I wanted to dare people to dream with their eyes open and accomplish whatever goals they may have.”

Much like any new business owner, Jackson had to start with affordable resources and support from those she knew. Prior to her certification, she used PrintMaster, a basic design studio for someone wanting to “throw something together” at home. After she received her certification, she started to use Adobe software products that is largely used by many professionals in the field.

One of the first projects she completed was designing a logo for her cousin who was excited about starting a nonprofit. Jackson knew that she had the skills to bring her cousin's vision to life. The logo she created was something tangible to give her cousin confidence to take the next step to believing in their dream. Today, Jackson's cousin has transitioned their business from a nonprofit to an LLC.

Jackson has been a professional graphic designer for eight years now and has operated Day Dream Graphix for two years. Not being known has been the biggest challenge for Jackson since opening her business. She is still working on building connections through her networks and social media platforms. Recently, she partnered with Shardai Kelley, owner of Keltech Designs, to offer web design services while Jackson focuses on other marketing and design materials that help her clients to grow their brands.

Through Day Dream Graphix, Jackson offers a line of services in addition to three packages that fit her clients' needs. For established businesses, developed churches or organizations, and major events or conferences, she has a Launch Plan that runs under a term agreement of 2 weeks to 1 year that includes a wealth of service options. In her Surface Package, clients can select the services they need based off a list of customized categories such as rebranding, weddings, conferences, campaigns, etc. For individuals looking for single projects such as a logo, business cards, or invitations, they can purchase her Constellation Project package.

In one year, Jackson hopes to be assisting at least three clients who have committed to launch plans and have a full-service design team to help. She realizes that people in Arkansas are not used to having combo service packages and an affordable graphic design team on call, so she wants to fulfill that need. She encourages individuals interested in graphic design services "to look for people who are able to deliver multiple options like fonts, PMS colors, vector files, etc."

In five years, she hopes to start an annual graphic design convention for artists in Arkansas to network. She also wants to open an art gallery that features undiscovered talents from all art platforms (fashion, fine arts, etc.). Jackson's passion will help her to reach these goals and much more!

Jackson's portfolio includes projects for Sweets by Dee, Arkansas Small Business Association (ASBA), and Oasis Facility Solutions. If you are interested in Day Dream Graphix leading the next design project for your business, Maya's contact information is below.

Website: <https://www.daydreamgraphix.com>

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If you know of a black female entrepreneurs or black-woman woman-owned small business that would be of interest to Black Consumer News, please send a brief story pitch to BCN Staff Writer Victoria Mays at victoria.a.mays@gmail.com.