

DESIGN. ILLUSTRATION. MERCHANDISE. MURALS.



# HEY, I'M MADDIE

A big personality, quick wit and passionate creative – me, in a nutshell. I love working with brands and organizations to help empower people (especially women) to be their truest, baddest, boldest selves. A fast, hard-working and energetic creative, I pride myself on being a "forever student" – always pushing my own creative boundaries and expanding on my technical skillset. A perfectionist in the details who can also see the big picture, I quickly become the "fixer-upper" of every team and the go-to for all things creative; absorbing all information, content, creative and goals to make sure each deliverable is as badass as possible (respectfully). Having a massive passion for design and a curious nature (I'll try anything twice), I am excited by a challenge. I'll liven up any room with my good-natured lack of filter, but I hustle even harder when it's go-time.

## EXPERIENCE



### DESIGNER, ILLUSTRATOR + MURALIST – DAME

APRIL 2019 - PRESENT (FULL TIME FREELANCE, REMOTE)

Works directly with clients on various design projects, manages scoping, time, projects and creative. Also creates own custom apparel + accessories under "Dame" brand. Client work includes but is not limited to:

- + Apparel Graphics & Merchandising
- + Digital Marketing (Email, Web, Social)
- + Branding/Identity
- + Digital Illustration
- + Murals
- + Creative & Art Direction
- + Packaging
- + Media Kits



### HEAD OF DESIGN – SEEK DISCOMFORT

AUGUST 2020 - PRESENT (REMOTE)

Works directly with the CEO, team members and manufacturers to conceptualize, design, art direct and curate apparel collections for the brand. Responsible for:

- + Apparel Design, Merchandising & Tech Packs
- + Art Coordination
- + Email Design & Scheduling
- + Web Creative
- + Social Media Design
- + Shopify Backend Prep
- + Collection Launches
- + Freelance Designer Management + Art Direction



### LEAD DESIGNER – HOLDEN ELLIS

JULY 2017 - SEPTEMBER 2020 (IN-HOUSE)

Worked with the team to conceptualize and implement design solutions to completion. Participated regularly in internal and client meetings. Responsible for:

- + Site Builds (Squarespace)
- + Branding/Identity
- + Email Design
- + Social Media Design
- + UI/UX
- + Video Shoot Assistance
- + Conceptualization

## EDUCATION

University of Dayton // 2010-2014  
BFA Visual Communication Design  
CUM LAUDE

## PROGRAMS

- + Adobe Photoshop
- + Adobe Illustrator
- + Adobe InDesign
- + Procreate
- + G Suite
- + Canva
- + Shopify
- + Squarespace
- + Klaviyo
- + MailChimp
- + Keynote
- + Microsoft Office

## QUALITIES

- + Energetic
- + Hard Worker
- + Fast Learner
- + Organized
- + Efficient
- + Positive
- + Quick-Witted
- + Strong Communicator

## INTERESTS

- + Halloween
- + Crunchy Snacks
- + Thrifting
- + Snowboarding
- + Powerlifting
- + Bad Reality TV
- + Photography
- + Dirty Martinis

## CONTACT

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