

mk

madeline kelly

15/12/1991

AMERICAN

NATIVE ENGLISH SPEAKER

ZEILSTRAAT 7-2

1075 RZ AMSTERDAM

NOORD-HOLLAND

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skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD and Figma
Creative Project Management
Responsive Design
Brand communications
Presentation design
Art direction + photo editing
Copywriting

travel

Remote Year 2022

4-month remote work travel program in Portugal, Spain, South Africa, and Croatia

education

Syracuse University,
S.I. Newhouse School of
Public Communications
B.S. in Graphic Design,
May 2014 — Dean's List,
Founder's Scholar

Spring 2013

exchange program:

School for International
Training, University
of Cape Town

Cape Town, South Africa

FREELANCE VISUAL DESIGNER 08/21 - PRESENT

Independent freelance design work with various clients ranging from start-ups to large companies, collaborating with marketing, brand, and strategy departments. Work includes communications design, brand expression development, digital and print brand assets, responsive design for desktop websites and mobile apps, multi-media storytelling campaigns, copywriting, and the creation of marketing materials, including advertisements and paid social media.

This also includes Creative Project Management experience. Most recently, a role required management of a team of 4 freelancers across design, marketing, and public relations, in addition to optimizing workflow and handling all project communications for a brand launch.

Additional skills: a sense of entrepreneurship, strong communication skills, strategic planning mindset, and a focus on client retention and satisfaction.

memorial sloan kettering cancer center

SENIOR DESIGNER 11/18 - 08/21

- Created email assets, templates, and HTML builds for 4 different brands
- Led art direction and content strategy for several month-long email and paid social media campaigns
- Oversaw workflows between the creative, writing, social, and web teams to follow print, email, and social communications from creation to completion
- Managed a junior designer

DIGITAL DESIGNER 07/17 - 11/18

- Worked with the communications team to create deliverables for fundraising campaigns on a variety of digital platforms, including social media, HTML web, and email
- Used Adobe Photoshop to create email and web graphics, as well as transfer digital media production into print pieces for marketing and event purposes

good housekeeping magazine

ASSISTANT ART DIRECTOR 02/15 - 07/17

- Designed single stories and multi-page packages for the monthly magazine
- Collaborated with writers and the editorial staff daily to ensure cohesiveness between copy and design
- Assisted with the art department's daily work, such as photo research and markups for photo retouching
- Helped with the brand redesign, including font research, template updates, and restyling of standard page elements
- Worked with the staff photographer to direct and style photoshoots for various pages

serendipity magazine

DESIGNER 06/14 - 02/15

glamour magazine

ART INTERN 06/13 - 08/13