



MADELEINE KRICK

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EXPERIENCE

The Creative Group, A Robert Half Company Atlanta, Georgia
Creative Specialist, Salaried Professional Service February 2020– Present

- Provided hybrid (print and digital) design expertise to facilitate production
- Managed national trade publication ad submissions and print quotes
- Produced product packaging for national stores

Clients: *Oldcastle APG (A CRH Company), Freud America, Inc. (Robert Bosch LLC)*

Mighty Engine Philadelphia, Pennsylvania
Art Director January 2018 – October 2019

- Oversaw jobs from initial stage to full development and execution
- Established brand identities for emerging nonprofits and socially conscious businesses to position for brand awareness in the marketplace
- Launched multi-channel campaigns to share meaningful messages and boost public conversation
- Produced print materials (annual reports, brochures, pocket maps, postcards) with strong layout, typographic, color, visual hierarchy and production / post production skills
- Wireframed new websites to increase positive user experience, brand recognition and ensure user retention
- Managed social media postings for platforms including Instagram, etc.
- Designed and managed multiple interactive event experiences
- Lead design team efficiently by identifying necessary resources and hiring or contracting photographers, illustrators, and interns
- Developed presentations, worked with client feedback, and turned projects around in a time-conscious manner

Clients: *School District of Philadelphia, Philly Alumni, Read By 4th, Drexel University's Center for Nonviolence and Social Justice, Maria Toorpakai Foundation, Mental Health Partnerships, USHistory.org, Center for Black Educator Development, Literacy Design Collaborative, Christ Church of Philadelphia, Philadelphia Department of Public Health*

Freelance Various Locations
Graphic Designer June 2012 – March 2018

- Designed websites, flyers, mailers, resumes, web graphics, infographics
- Created eco-friendly packaging for large retailer
- Took product photos and edited for e-commerce

Clients: *Philly Ad Club, Executive Distributors International*

Stuffless Space Bala Cynwyd, Pennsylvania
Sole Proprietor + Professional Organizer February 2015 – July 2017

- Developed solution to maximize efficiency in homes and offices
- Decluttered spaces using environmentally friendly techniques
- Taught clients practical organizational skills and implemented systems

EDUCATION

Temple University
Philadelphia, Pennsylvania
B.A., Advertising, Art Direction
August 2015 – August 2017

Carnegie Mellon University
Pittsburgh, Pennsylvania
Industrial Design
August 2010 – May 2012

SKILLS

Creative

Brand Identity
Color Theory
Composition / Layout
Concept Generation
Design Strategy
Digital Photography
Exploratory Research
Hand Lettering
Prepress Processes
Presentations
Prototyping
Server Organization
Social Media
Typography
UI/UX Design
Wireframing

Technical

Adobe Acrobat
Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Xd
Google Analytics
Google Suite
HTML / CSS
MS Excel / PP / Word