



MADELEINE KRICK

www.madeleinekrick.com  
madeleinekrick@gmail.com  
(610) 716-5296

## EXPERIENCE

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

- Provide hybrid (print and digital) design expertise to facilitate production
- Apply breadth of knowledge to projects spanning various media

Client: *Oldcastle APG, A CRH Company*

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 4<sup>th</sup>, 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 Philadelphia, Pennsylvania  
**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  
Social Media  
Typography  
UI/UX Design  
Usability Testing  
Wireframing

### Technical

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