



MADELEINE KRICK

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## EXPERIENCE

Insight Global  
**Designer** Atlanta, Georgia  
May 2021 – Present

The Creative Group, A Robert Half Company  
**Hybrid Design Consultant** Atlanta, Georgia  
February 2020 – January 2021

- Creative specialist for Salaried Professional Service program
- 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  
**Art Director** Philadelphia, Pennsylvania  
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 with interactive event experiences and social media accounts
- Produced print materials (annual reports, brochures, pocket maps, postcards) with strong layout, typographic, color, visual hierarchy and production / post production skills
- 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  
**Graphic Designer** Various Locations  
June 2012 – Present

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

Freelance  
**Professional Organizer** Various Locations  
February 2015 – Present

- Developed solutions 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