



MADELEINE KRICK

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(610) 716-5296

EXPERIENCE

Synovus Financial Corp. Atlanta, Georgia

Digital Designer September 2022 – Present

- Ensuring deliverables are always on-brand and stakeholders are satisfied
- Representing the Synovus in-house design team alongside Creative Director during collaborative brand design project with Deloitte

Insight Global Atlanta, Georgia

Graphic Designer III May 2021 – June 2022

- Created design solutions and assets with high visual impact to support stakeholder initiatives as the lead visual design contributor in Insight Global's internal Creative Agency (IGCA)
- Worked within the brand guidelines and identity to create print, web-based, and digital assets for use across internal and external channels including but not limited to: corporate communications, advertisements, social media, event signage/branding, and presentation decks
- Lead project intake calls and/or emails to determine each project's stakeholders, scope, deliverables, and timeline

The Creative Group, A Robert Half Company Atlanta, Georgia

Hybrid Design Consultant February 2020 – January 2021

- Functioned as the Creative Specialist for Salaried Professional Services
- 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 conceptualization to production and post production
- Established brand identities for emerging nonprofits and socially conscious businesses to position for brand awareness in the marketplace
- Launched multi-channel campaigns to share messages and boost public conversation with interactive event experiences and social media accounts
- Produced print materials (annual reports, brochures, maps, postcards) with strong layout, typographic, color and visual hierarchy
- Lead design team efficiently by identifying necessary resources and hiring or contracting photographers, illustrators, and interns
- Developed pitch presentations and worked with client feedback

Clients: *School District of Philadelphia, Read By 4th, Drexel University's Center for Nonviolence and Social Justice, Maria Toorpakai Foundation, Center for Black Educator Development, Christ Church of Philadelphia, Philadelphia Department of Public Health*

Freelance Various Locations

Professional Organizer and Designer June 2012 – Present

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

Advertising
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
Keynote
MS Excel / PP / Word