

MATT MADSEN

mattmadsendesign.com
linkedin.com/in/mattmadsendesign

mattmadsendesign@gmail.com
303.803.2962

EXPERIENCE

SOUTHWESTERN UNIVERSITY Georgetown, TX

Senior Graphic Designer, 08/2017 - Present

- Ensures and maintains the proper implementation and visual integrity of the Southwestern University brand in digital and print experiences to internal and external audiences
- Creates and executes high-level designs for fundraising and philanthropic efforts to key partners and stakeholders
- Created the university's first Fiesta San Antonio medal
- Designed high-fidelity mockups of visual styling and user interfaces of numerous microsites, email designs, an interactive alumni network, and digital displays for on-campus interactive kiosks

FREELANCE CREATIVE DIRECTION & DESIGN Leander, TX

Independent Design Professional, 12/2008 - Present

- Art directed and designed poster series for select University of Northern Colorado athletic events
- Branded creative for Valor Christian High School (CO) athletics
- Designed logo for recording artist DJ Standout of Reflection Music Group

HILL COUNTRY BIBLE CHURCH Austin, TX

Senior Graphic Designer, 06/2016 - 08/2017

- Enforced brand consistency through digital, social, and print channels
- Directed creative for a \$6.5 million capital fundraising campaign
- Art directed visual assets and collateral for recurring and special events
- Provided high quality event-specific photography
- Facilitated development of junior designers and interns

KROENKE SPORTS & ENTERTAINMENT Centennial, CO

Senior Graphic Designer, 06/2014 - 06/2016

- Responsible for the production of executive-level presentation decks
- Developed and created custom visual identity and branding assets
- Executed the design of promotions for the Outdoor Sportsman Group television networks (World Fishing Network, Sportsman Channel, Outdoor Channel)
- Specialized in the development and creation of multichannel event collateral for large-scale industry trade shows and executive meetings
- Work has been featured in outdoor industry-leading publications such as Fly Fusion, Outdoor Canada, and Musky Hunter magazines as well as in publications for select teams of the National Football League

WORLDVENTURE Littleton, CO

Print & Messaging Project Manager, 02/2010 - 06/2014

- Spearheaded the redesign of the company's brand identity system and all associated collateral including print, web, and digital/social mediums
- Responsible for overall communication implementation including corporate graphic design, social media, print, and email strategies
- Effectively streamlined and upgraded training materials while also slashing overhead production costs
- Progressed through three titles: Marketing Project Coordinator (2010-11), Public Relations Coordinator (2011-12), Print & Messaging Project Manager (2012-14)

SKILLS

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Bridge, Lightroom, After Effects, Premiere, Dreamweaver, Adobe XD, Microsoft Office, G Suite, WordPress, HTML, CSS, Sketch, InVision, Studio, JavaScript, Keynote, Cinema 4D Lite, XMPie, Graphic Design, Art Direction, Creative Direction, Photography, Print Production, Branding, Corporate Identity, Project Management, Wireframing, Prototyping, Web Design, Strategic Integrated Marketing, Client Relations, Vendor Relations

EDUCATION

UNIVERSITY OF NORTHERN COLORADO Greeley, CO

BA Graphic Arts, 2008