

MADELINE BEARD

art director. graphic designer. creative strategist.

PHONE 210.232.6812

EMAIL madeline@madelinebeard.com

WEBSITE madelinebeard.com

SKILLS

Design/Software

Photoshop

InDesign

Illustrator

Sketch

Figma

Final Cut Pro

Google Web Designer

HTML/CSS

After Effects

Asana

Strategy

Social Reporting &
Analytics

Branded Content
Development

Project Management

Business Process
Improvement

Project Scheduling

Team Collaboration

EDUCATION

American University

B.A. Graphic Design

B.A. Public Communication

Summa Cum Laude

WORK EXPERIENCE

Freelance Art Director & Graphic Designer

DENVER, CO | JUNE 2019 - PRESENT

- Provides creative and strategic design services to agencies, small businesses and startups, including Landslide Digital, Blume, Recliner, Good Help Co, Olivine Marketing, Lumens Design Group, and The Artichoke Group

Creative Director

AMY MCGRATH FOR SENATE | LEXINGTON, KY | DEC. 2019 - DEC. 2020

- Oversaw concepting and execution of 150+ projects including all digital (social, email and web) and physical deliverables for Amy McGrath's 2020 Senate race; managed senior graphic designer
- Creation of dynamic, relevant and engaging platform-specific content led to a 70K follower increase on Instagram and 400K follower increase on Twitter from my start with the campaign

Contract Graphic Designer

DELOS | NEW YORK CITY, NY | SEPT. 2018 - JUNE 2019

- Redesigned, built and launched responsive company website in less than 30 days using Wordpress page builder and HTML/CSS customizations; stakeholders included CMO and founder/CEO

Project Manager

FAMLEIGH, INC. | NEW YORK CITY, NY | JAN. 2018 - JUNE 2018

- Streamlined multidisciplinary projects across Marketing, Art, Sales, Finance and Production departments for new-to-market vegan soup brand, FAWEN Ready-to-Drink Soup; reported directly to co-founders/CEO and CMO

Contract Project Manager

WILLIAMS NEW YORK | NEW YORK CITY, NY | JULY 2017 - DEC. 2017

- Managed live marketing for six luxury real estate properties including print and digital ad creation, communication with all project stakeholders (clients, vendors and media buyers), and tracking media deadlines

Art Director

FORD MODELS | NEW YORK CITY, NY | JUNE 2016 - JULY 2017

- Led a team of three including a junior graphic designer and two social content creators to produce all company brand collateral; reported directly to CEO to set goals and execute artistic vision for the brand
- Supervised development and implementation of social content strategy; new strategy resulted in a 150,000 follower increase on Instagram over 10 months

Graphic Designer

FORD MODELS | NEW YORK CITY, NY | JAN. 2015 - JUNE 2016