



## maddie zeman

graphic designer  
advertising designer  
& illustrator

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### EDUCATION

#### BFA | Communication Design | Kutztown

University of Pennsylvania | Kutztown, PA

- Expected Graduation: May 2021
- Concentrations in Advertising and Graphic Design

### SKILLS /

#### QUALIFICATIONS

- Skilled in Illustrator, Photoshop, InDesign
- Digital illustration: Photoshop and Procreate for iPad
- Retouching and restoration of old photographs for design use
- Traditional fine art skills: acrylic paint, pencil, charcoal, colored pencils, markers
- Well-organized
- Attention to detail
- Time management
- Excellent team player
- Design troubleshooting

### HONORS / AWARDS

- John K. Landis Honorary Scholarship Recipient, 2017-Present
  - Nominated by the KUCD faculty for academic excellence
- President's Academic Honors Scholarship Recipient, 2017-2020
- Dean's List Honoree 2017-2021
- Graphic Design USA American Package Design Award 2021
- 3.88 GPA

### DESIGN RELATED EXPERIENCE

#### Adobe CC Tutor | KUCD Department | Kutztown, PA | September 2020-2021

- Examines printed copy for correct ink density, position on paper and registration
- Completes high-quality work by performing tasks according to job instructions and work orders
- Communicates with staff to coordinate work, maintain efficiency and achieve production targets
- Inspects finished products to identify defects or quality issues

#### PrintLab Monitor | KUCD Print Lab | Kutztown, PA | August 2019-2021

- Examines printed copy for correct ink density, position on paper and registration
- Completes high-quality work by performing tasks according to job instructions and work orders
- Communicates with staff to coordinate work, maintain efficiency and achieve production targets
- Inspects finished products to identify defects or quality issues

#### Font Fellows | Kutztown University of Pennsylvania | Kutztown, PA | 2019-2020

- Provides underclassmen with a mentor and upperclassmen with a mentee
- Gains mutual design related understanding and provides support for each other
- There for the underclassman I was assigned to if they had any questions about the program or needed peer feedback on projects

#### Designathon | Kutztown University of Pennsylvania | Kutztown, PA | March 2019

- 18 hour Volunter Design program mat Kutztown University of Pennsylvania
- Designed a sophisticated tri-fold brochure with a teammate for a local women's choir
- Edited and restored client's photos
- Presented the final product to the client

#### Custom Art Commissions | Freelance | June 2017-Present

- Acrylic fine art paintings on canvas, wood, and slate
- Based on client vision and incorporating my own style

### WORK EXPERIENCE

#### Sales Associate | Michelle's Hallmark | Doylestown, PA | May 2019-January 2020

- Created and set up visually pleasing product displays
- Growth in collaboration, customer service, and time management skills

### CAMPUS INVOLVEMENT

#### AIGA | Kutztown University of Pennsylvania | Kutztown, PA | September 2018-2021

- Member of the Kutztown University of Pennsylvania chapter
- Access to connections within the field and extra design workshops

#### Guest Speaker for Underclassman's 3D Design Class | January 2018

- Asked by Fine Art Professor to show my work as an example to his new class
- Displayed excellent craftsmanship and knowledge to underclassmen

### COMMUNITY SERVICE

#### 30 Hours of Community Service through the Honors Program at Kutztown University | September 2017-May 2019

#### People For Animals Club | Lehigh County Humane Society, Allentown, PA

- Fed and walked dogs
- Cleaned animal living areas

#### Habitat for Humanity Club Berks County

- Tore out old carpet, installed drywall, and cleaned donated furniture to resell