



maddie zeman

graphic designer
advertising designer
& illustrator

267-216-8003

IG: @artymarty_creates
mazeman333@gmail.com
www.mazeman.art

EDUCATION

BFA | Communication Design | Kutztown

University of Pennsylvania | Kutztown, PA

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

SKILLS / QUALIFICATIONS

- Skilled in Adobe Illustrator, Photoshop, and 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, 2017-2021
 - 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
- First Place: Professional Division Flat Art, PA Taxidermy Show 2022

DESIGN AND WORK EXPERIENCE

Junior Graphic Designer | Just Play Products | Newtown, PA | May 2021-Present

- Creates, prints, and assembles 3D dioramas for use in social media photography
- Designs social media influencer mailer boxes for various toy brands/licenses such as Disney, Sesame Street, Nickelodeon, etc.
- Designs various digital and print ads for the marketing team, and online retail
- Creates cover photos and graphics for Instagram, Facebook, and Linked In
- Copywriting for Instagram posts as well as various advertisements
- Growth in teamwork, self-advocacy, and time management skills

Custom Art Commissions | Freelance | June 2017-Present

- Acrylic fine art paintings on canvas, wood, and slate, and chalk pastel drawings
- Based on client vision and incorporating my own style
- Logo Design-Krause's Taxidermy Studio

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

- Provided office hours twice a week
- Gave techniques and tricks to help to fellow students and underclassmen with any program issues they may be having
- Learned new skills and spent a good amount of time getting to know the Adobe Suite programs

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

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

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

- Provided underclassmen with a mentor and upperclassmen with a mentee
- Gained 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 volunteer design program at 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

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