

madison hansen

graphic designer • art director • illustrator

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A recent honors BFA graduate and award winning creative with a passion for visual storytelling through branding, advertising, and illustration. Seeking a junior design position to bring fruitful thoughts to an innovative and gifted team.

Education

BFA COMMUNICATION DESIGN

Kutztown University of Pennsylvania
Advertising & Graphic Design
4.0 GPA | May 2021

Skills

Adobe Creative Cloud

*Photoshop, Illustrator, AfterEffects
InDesign, Premiere Pro*

Procreate

Microsoft Office (Word, PowerPoint)

Conceptualizing

Copywriting

Skilled in hand-lettering

Attention to detail

Organization

Design Experience

WORLEY CONSULTANTS | *Graphic & Motion Designer*

Aug 2018 – Present

- Conceptualized and designed internal marketing materials, including motion graphic and print media
- Created storyboard, illustrations, and motion graphics for a promotional animation for investigative pharmaceutical drug
- Designed and illustrated graphics for t-shirts and jerseys
- Assisted in creation of health insurance ad campaign implemented through social media, transit, and billboards in Philadelphia

RED TETTEMER O'CONNELL + PARTNERS | *Creative Intern*

January – March 2021

- Created mockups for digital, social, and web assets for brands including Dietz & Watson, Craftsmen, DeWalt, & Sierra Trading Post
- Assisted in conceptualizing brand platforms and campaigns
- Worked closely with several art directors to execute creative briefs and assist where needed

Awards & Honors

KUCD Graphic Design Award
Nominee | 2021

KUCD Advertising Design Award
Winner | 2021

Addy Award: Gold in Film,
Video & Sound | 2019

Addy Award: Silver in Advertising | 2021

UCDA Design Awards
Honorable Mention | 2020

MUMEDI 'To Death with a Smile' Poster
Competition Honorable Mention | 2020

Dean's List | 2016 – 2020

Volunteer Experience

DESIGNATHON | *Branding, Poster Design & Event Planning*

- Designed the event poster, postcards, illustrations, and all other visual assets
- Assisted in event decoration and planning

DESIGN RX | *Branding & Stationery Design*

- Collaborated with 2 other design students to create personal branding components for a fellow KU student

FONT FELLOWS | *'Uppercase' Mentor*

- Mentored underclassmen ('Lowercase') in the Communication Design program at Kutztown University