

# Maddie Smith

msmith8409@gmail.com  
270.469.8409  
[maddiesmit.com](http://maddiesmit.com)

## EXPERIENCE

### **KIMBALL ART CENTER**

#### *Production Graphic Designer, 2023-Present*

Lead graphic designer for all printed and digital materials across exhibitions, events, and education for the museum. Exhibitions include world renowned artist from around the world. Create all design and advertising materials for Kimball's annual Arts Festival. The Park City Kimball Arts Festival is one of the top ranked art festivals in the country and one of Kimball Art Center's most celebrated programs. This years signature event included approximately 200 participating artists from 28 states and three countries and approximately 29,000+ attendees.

### **KMAC CONTEMPORARY ART MUSEUM**

#### *Lead Graphic Designer, 2015-Present*

Lead the design team's work on exhibition graphics, signage, books, event materials, environmental graphics, wayfinding, and print materials. Lead designer on all curatorial related projects. Help design, promote and market for KMAC Couture, the museums largest annual fundraising event. Assist the graphics and marketing team on all advertising campaigns and social media marketing. Collaborate with all departments, and oversee the Museum's visual brand. Exhibitions include world renowned artist from around the world.

### **THRIVE**

#### *Brand Communication Designer II, 2017-2023*

Holistic design consultancy working on branding, packaging, web design, UX/UI and infographic design (journey maps) efforts for various clients. Lead designer for all marketing creating unique illustrations/graphics for marketing materials. Work closely with industrial design and research & strategy team on various client projects.

At Thrive, we partnered with an American multinational bio-pharmaceutical company (confidential) and I produced high quality visual designs (illustration, layout, configuration work) for user manuals and IFUs (instructions for use), and style guides which the client then used and implemented across the rest of the company. My work and personal contribution led to more projects for Thrive and an increase year over year sales. They became our highest paying client in the business.

### **HUBER DECOR**

#### *Creative Assistant, 2015-2016*

At this interior design studio I collaborated with the creative team on designs for various displays within a number of different restaurants (La Madeleine, Another Broken Egg, Colton's Steakhouse, etc.). Framed artwork, created signage for each restaurant, and arranged displays based upon the restaurants unique design needs.

### **INTERAPT LLC**

#### *Creative & UX Design Intern, Summer/Fall 2016*

Lead designer for PowerMap web & mobile applications. Assist in designing for various accounts including Scribblit & Togglit for both mobile and web applications. Illustrator and photo editor for various promotional and internal advertising materials.

## EDUCATION

### **UNIVERSITY OF LOUISVILLE**

#### *Bachelor of Fine Arts & Minor Communications, 2012-2016*

## SKILLS

Branding, digital design, environmental design, print design, concept development, drawing & painting, communications, guest relations, integrated marketing, client interaction, collaboration, problem solving, illustration, remote collaboration

## SOFTWARE

Adobe Illustrator, Photoshop, InDesign, Procreate, After Effects, Premiere, Figma.