

MADDIE SMITH

FREELANCE GRAPHIC
DESIGNER & ILLUSTRATOR

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EXPERIENCE

PINNACLE BREWING COMPANY | SCOTTSDALE, AZ

GRAPHIC DESIGNER AND ILLUSTRATOR, 2024 - PRESENT

Designer and illustrator for all can labels, merch and posters for the newly opened brewery in Scottsdale, Arizona. Collaborate with marketing team on creating ads and social marketing. Created the branding for their sister company, Fire & Braids, a Mexican-inspired food truck.

KIMBALL ART CENTER | PARK CITY, UT

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 MUSEUM | LOUISVILLE, KY

LEAD GRAPHIC DESIGNER, 2015 - PRESENT

Lead the design team's work on exhibition graphics, signage, books, event materials, environmental graphics, way-finding, and print materials. Lead designs 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 | ATLANTA, GA

BRAND COMMUNICATION DESIGNER II, 2017 - 2023

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

At Thrive, we partnered with an American multinational biotech-pharmaceutical company (confidential) and I produced high quality visual designs (illustrations, 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 | LOUISVILLE, KY

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, Texas Roadhouse, Chick Salad Chick, etc.). Framed artwork, created signage for each restaurant, and arranged displayed based upon the restaurants unique design needs.

EDUCATION

BACHELOR OF FINE ARTS &
MINOR COMMUNICATIONS,
2012 - 2016

SKILLS

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

SOFTWARE

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

