



maddie zeman

graphic designer
advertising designer
& illustrator

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EDUCATION

BFA | Communication Design | Kutztown

University of Pennsylvania | Kutztown, PA

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

SKILLS

- Adobe Illustrator, Photoshop & InDesign
- Procreate for iPad illustration
- Microsoft Suite
- Photo Retouching
- Traditional fine art
- Brand Identity
- Creative Strategy
- Well-organized
- Attention to detail
- Time management
- Team player
- Design troubleshooter
- Stop Motion Animation
- Print, Digital, and Packaging
- Typography
- Ability to work on both Mac and PC

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
- Packaging Design Award 2021 (GDUSA)
- First Place Painting: Professional Division Flat Art, PA Taxidermy Show 2022

DESIGN & WORK EXPERIENCE

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

- Creates, prints, and assembles intricate 3D dioramas for use in social media photography and ecommerce assets
- Designs social media influencer mailer boxes and notes for various toy brands and licenses such as Disney, Sesame Street, Nickelodeon, furReal, EasyBake, etc.
- Designs 100+ digital and print ads for the marketing team, and online retail
- Main designer for international teams, creating various trade print ads and catalogue pages for the UK, France, Spain, Germany, and Australia
- Creates cover photos and graphics for Amazon, Instagram, Facebook, and Linked In
- Copywrites for Instagram posts as well as various advertisements
- Works closely with brand strategy to create assets true to the brand
- Assists packaging team with illustration assets
- Creates enhanced content to show additional features on Amazon product pages
- Travels for LA Showroom setup: assembly, teamwork, and creative hand skills in a large collaborative environment
- 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 pet portraits
- Based on client vision and incorporating my own style
- Logo Design-Krause's Taxidermy Studio

Graphic Design Intern | Lehigh Mining and Navigation | March-April 2021

- Created strong typography based graphics and illustrated animated posts for Instagram

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

Print Lab 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
- Communicated with staff to coordinate work, maintain efficiency and achieve production targets
- Inspected finished products to identify defects or quality issues
- Learned how to work a large scale printer

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