

Maggie Myklebust

A branding-obsessed designer with experience in tech and lifestyle brands, blending strategy, craft, and creative flair.

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EXPERIENCE

Freelance/Contractor — *Graphic Designer*

NOV 2025 - PRESENT

- Consumer brands: Terracotta Interior Designs, Salmalita cosmetics
- B2b SaaS clients: CivicPlus, Prove

Marigold — *Digital Designer*

NOV 2022 - NOV 2025

- Established creative leader on Marigold's brand team, leading design evolution & campaigns across digital, web, and social.
- Owned the visual direction for the rebranded website from concept to production, driving stronger engagement and click-through rates and supporting Marigold's \$325M acquisition by Zeta Global.
- Collaborated cross-functionally to systemically evolve the brand and ensure brand standards company-wide, ensuring consistency, clarity, and improved ROI.

Rockway Pottery — *Freelance Creative Director*

NOV 2022 - NOV 2025

- Defined and executed a social-first brand strategy rooted in audience insight and cultural relevance, driving 110% follower growth through organic content and a viral reel.
- Concepted and art directed for social, campaign, and e-commerce, establishing premium positioning within the handmade market.
- Designed the e-commerce experience and directed photography, translating brand storytelling into high-performing creative that increased annual profits by 26%.

Apple Leisure Group — *Digital Designer*

DEC 2021 - JULY 2021

- Designed multi-channel digital campaigns for in-house and partner travel brands such as Funjet and Southwest Vacations, adapting voice and execution to a range of brand personas and audiences.
- Contributed to creative execution for the annual Ascend conference (2,000+ attendees), producing digital graphics and print collateral.

Taste of Home — *Graphic Designer*

OCT 2019 - DEC 2021

SKILLS

Graphic Design / Print & Digital
Branding / Visual Identity
Illustration

Art Direction / Creative
Direction

UI / Website Design
Lettering / Typography
Brand Management
Social Media Marketing
Advertising

Collaboration
Time Management
Attention to Detail
Creative Problem Solving

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma

Webflow
Microsoft Office
Asana

AI tools / Figma Make, Chat GPT,
Google Labs

EDUCATION

University of Wisconsin-Madison

Bachelor's of Arts, School of
Journalism & Mass
Communication Strategic
Communication with a Focus
in Graphic Design