

Maggie MYKLEBUST

IS A BRANDING-OBSSESSED *DESIGNER*
WITH EXPERIENCE IN TECH AND LIFESTYLE BRANDS,
BLENDING STRATEGY, CRAFT, AND CREATIVE FLAIR

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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

EXPERIENCE

GRAPHIC DESIGNER / MARIGOLD / 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.

FREELANCE CREATIVE DIRECTOR / ROCKWAY POTTERY / MAY 2019 - DEC 2024

- 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 social, campaign, and e-commerce creative, 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%.

DIGITAL DESIGNER / APPLE LEISURE GROUP / DEC 2021 - JULY 2022

- Designed multi-channel digital campaigns for in-house and partner travel brands such as Funjet and Southwest Vacations, adapting visual 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 that supported the event narrative.

GRAPHIC DESIGNER / TASTE OF HOME / OCT 2019 - DEC 2021

- Designed editorial layouts for Special Interest Publications, applying strong typography, hierarchy, and visual storytelling for an audience of 33M+ home cooks.
- Helped execute community-focused website enhancements that generated 30,000+ user interactions within three months.