

madeline seton

GRAPHIC DESIGNER

PHILADELPHIA, PA | 717-424-9522 | M.SETON0422@GMAIL.COM | MADELINESETON.COM | LINKEDIN.COM/IN/MSETON

objective

Digital and print marketing designer with experience in consumer packaged goods, food industry, lifestyle brands and fashion. I excel at art direction, conceptual thinking and delivering solutions that intrigue, inspire and drive results. My motivated, positive attitude, strong organizational skills and supplemental knowledge of photography, and HTML/CSS make me an ideal candidate.

work experiences

AUGUST 2020 - PRESENT | GRAPHIC DESIGNER

LISTRAK | REMOTE

- Develops designs for digital solutions such as emails, pop-ups, landing pages, preference centers, etc. for various clients, including industry-leading brands such as RX Bar, Klean Kanteen, and La Colombe
- Converts designs into responsive, web-ready formats using knowledge of HTML and CSS
- Stays up-to-date on industry trends and best practices in both design and email fields to provide clients with cutting edge, effective solutions
- Performs quality assurance tests on coded work to ensure they are error-free and render correctly across browsers and inboxes.
- Trains new employees and mentors younger designers

MARCH 2017 - AUGUST 2020 | GRAPHIC DESIGNER

DAVID'S BRIDAL | CONSHOHOCKEN, PA

- Led the redesign of annual catalogs, creating a dynamic printed journey experience that significantly improved customer engagement and increased conversions
- Developed and executed a comprehensive cross-channel design strategy, conceptualizing and producing merchandise-driven assets for print and digital projects, including editorial pieces, marketing collateral, advertising, signage, packaging, show booth displays, email, social media, and website design
- Reviewed and provided feedback on design by the Mexico office to ensure consistency across brand standards
- Approved printer proofs and attended press checks to ensure exceptional quality control

MARCH 2015 - MARCH 2017 | JUNIOR GRAPHIC DESIGNER

DAVID'S BRIDAL | CONSHOHOCKEN, PA

- Conceptualized and created editorial catalogs, direct mail, and print advertising
- Contributed to successful rebranding efforts by collaborating with cross-functional teams to elevate the brand, creating a more contemporary, recognizable, and enticing identity
- Designed a new store sign package, optimizing the store's aesthetics and customer experience, resulting in a cleaner, more enjoyable, and user-friendly environment for both customers and stylists

education

ARCADIA UNIVERSITY | GLENSIDE, PA

B.F.A. Studio Art, Concentration in Graphic Design
Summa Cum Laude, Departmental Honors - 3.92 GPA
(highest GPA in major)

UNIVERSITY OF LIMERICK | LIMERICK, IRELAND

Study Abroad Program

skills

- Art Direction
- Digital Design
- Editorial Design
- Environmental Graphics
- HTML/CSS
- Identity & Branding
- Organization
- Packaging
- Photography - Digital & Film
- Print Design
- Social Media
- Time Management
- Typography
- User Experience

professional development

MOORE COLLEGE OF ART & DESIGN | PHILADELPHIA, PA

Web Design Continuing Education Coursework

software & tools

- Adobe After Effects
- Adobe Illustrator
- Adobe InCopy
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Agile Methodologies
- Basecamp
- Corel Painter
- Figma
- Jira
- HTML/CSS
- Makerware
- Microsoft Office
- Monday.com
- ProofHQ
- Rhinoceros 3D
- Salesforce
- Sketch
- Workfront