

Contact

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maddiekapfhammer.com

Skills

InDesign

Illustrator

Adobe XD

Photoshop

Figma

Salesforce Marketing Cloud

Hubspot

Sharpspring

Marketing Automation

Branding

Social Media

Wireframing

Prototyping

HTML/CSS

Asana

Photography

Problem solving

Content writing

Organization

Achievements

Art piece shown in 48hrs
Neukölln: an international
art show, Berlin, Germany.

Education

University of Louisville

Graphic Design BFA

August 2016 – May 2020

Cum Laude

Courses:

Graphic Design | Web Design | Book Forms | Packaging | Lettering and Font
Design | Designing for Public Issues | Identity Systems and Branding | Drawing

Experience

The Deciding Factor

Graphic Designer I

December 2021 - Present

Lead designer of a small digital agency; Works across the agency on print and digital projects on a deadline; Creates layouts for long form and short form print pieces; Designs and edits websites using builders and HTML/CSS; Works with marketing automation programs to design emails, and schedule journeys and single sends; Creates digital ads and social media graphics; Uses prototyping tools to create UX wireframes for new products; Works with clients on branding and logo design.

KHEAA/KHESLC Kentucky Higher Education Assistance Authority / Student Loan Corporation

Part-time Graphic Designer

August 2019 - December 2021

Created layouts and templates for various materials, such as newsletters, reports, and digital and print advertisements; Worked with printers to print and mail out materials; Completed projects on a deadline.

Norton Healthcare

Marketing and Communications Intern

October 2018 - April 2019

Shadowed marketing and communications team members; Completed projects on a deadline; Participated in progress and ideation meetings with executives and clients; Assisted on promotional video shoots, and with social media planning and strategies.