

# Maddie Kapfhammer

[\(937\) 789-4982](tel:9377894982)

[maddiekapfhammer@outlook.com](mailto:maddiekapfhammer@outlook.com)

[maddiekapfhammer.com](http://maddiekapfhammer.com)

## Education

### University of Louisville

Graphic Design BFA

August 2016 – May 2020

3.5 GPA, Dean's list – 4 semesters

#### Courses:

Graphic Design | Web Design | Book Forms | 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.

### Kentucky Higher Education

#### Student Loan Corporation

Part-time Graphic Designer

August 2019 - December 2021

Created layouts and templates for various materials, such as newsletters and 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.

## 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.