

# MATT MADSEN

## CREATIVE DIRECTOR / DESIGNER



### ABOUT

mattmadsendesign@gmail.com  
303 803 2962  
mattmadsen.com  
linkedin.com/in/mattmadsendesign

Award-winning creative leader with 15+ years of experience driving bold brand transformations, leading multidisciplinary teams, and delivering high-impact design across digital, print, video, and experiential platforms. Proven track record of elevating brand presence, increasing engagement, and aligning creative execution with strategic business goals. Skilled at building visual languages that scale, directing integrated campaigns, and leading brands that resonate.

### EXPERIENCE

**Southwestern University**  
Georgetown, TX  
2017 – Present

#### SENIOR CREATIVE DIRECTOR

Leads creative marketing aspects and shapes the visual voice and identity of the university's institutional and athletic brands

- » Led brand transformation of Southwestern Pirate Division III athletics, redesigning logo system, brand guidelines, and related environmental spaces, driving increased student engagement, retention, institutional visibility, and donor giving
- » Directed university mobile app aesthetic, crafting a digital experience that achieved a 98% adoption rate campuswide and resulted in at least one session per day per user
- » Designed and branded the Southwestern University 560, a 560-acre real estate development estimated to generate significant revenue and provide a cultural and educational hub for Central Texas
- » Led interior design, branding, and environmental graphics for \$120M of new campus buildings and infrastructure, shaping a cohesive visual language across student and visitor spaces
- » Serves as primary collegiate licensing officer, advancing, protecting, and enforcing proper use of licensed university logos and brand marks on products, apparel, and promotional material
- » Served as Senior Graphic Designer (2017 – 2021) and Creative Director (2021 – 2022)
- » Recipient of the peer-nominated Joe S. Mundy Award (2025), the most prestigious honor bestowed by the university on a member of the Southwestern community

**Matt Madsen Design**  
2008 – Present

#### FREELANCE CREATIVE

Partners with brands across a variety of industries to design compelling visual identities and campaigns. Main scope includes logo system design and branding, creative strategy, UX/UI, print and digital production. Notable clients include Kroenke Sports & Entertainment, Preservation Georgetown, Colorado Raptors Professional Rugby, Round Rock Express Baseball Club, and more.

**Hill Country Bible Church**  
Austin, TX  
2016 – 2017

#### SENIOR GRAPHIC DESIGNER

Owned creative for all high-level initiatives, including a multimillion-dollar fundraising campaign and major community events. Mentored junior team members and managed print and digital workflows.

**Kroenke Sports & Entertainment**  
Centennial, CO  
2014 – 2016

#### SENIOR GRAPHIC DESIGNER

Designed immersive experiences, logos, pitch decks, and branded visuals for the Outdoor Sportsman Group properties (Outdoor Channel, Sportsman Channel, World Fishing Network) within the KSE media portfolio.

### EDUCATION

**University of Northern Colorado**  
Greeley, CO  
*BA, Graphic Arts*

### SKILLS

Creative Direction, Branding, Identity Systems, Adobe CC Suite, Logo Design, Web Design, Print Production, Wordpress, Multichannel Campaigns, Graphic Design, Art Direction, Motion Design, UX/UI Design, Digital Storytelling, Environmental Branding, Prototyping, Cinema 4D, HTML/CSS