|  |  |
| --- | --- |
|  | Matt Madsen  Currently Senior Creative Director at Southwestern University  303.803.2962 [mattmadsendesign@gmail.com](mailto:mattmadsendesign@gmail.com) [mattmadsen.com](http://mattmadsen.com/) |
| ㅡ Skills | horizontal line  Adobe Creative Suite, Figma, Sketch, UI/UX, Adobe XD, InVision, Studio, Wireframing, Prototyping, User Research, HTML/CSS, Graphic Design, Creative Direction, Art Direction, Branding, Digital Graphics, Print Production, Cinema 4D |
| ㅡ Experience | horizontal line Southwestern University / Senior Creative DirectorAUGUST 2017 - PRESENT, Georgetown, Texas Leads overall design vision and creates a wide array of experiences for users through a variety of mediums. Designed visual interface of official university mobile app. Produces visual end products for marketing campaigns, including social/digital media graphics, branding, and video assets. Oversees implementation and integrity of university brands. Rebranded athletics department and interior spaces. Served as Senior Graphic Designer (2017-21) and Creative Director (2021-22). mattmadsen.com / FreelanceDECEMBER 2008 - PRESENT, Georgetown, Texas On a freelance basis I create original branding and creative digital and print solutions. Clients include Prefare meals, Colorado Raptors Professional Rugby, Northern Colorado athletics, Kroenke Sports & Entertainment. Hill Country Bible Church / Senior Graphic DesignerJUNE 2016 - AUGUST 2017, Austin, Texas Directed creative for $6.5M capital fundraising campaign. Branded multiple strategic marketing efforts. Provided event-specific photography. Facilitated development of junior designers and interns. Kroenke Sports & Entertainment / Senior Graphic DesignerJUNE 2014 - JUNE 2016, Centennial, Colorado Built executive-level presentation decks. Designed custom visual identities and experiences for various programming, large tradeshow events, and digital experiences. |
| ㅡ Education | horizontal line University of Northern Colorado / BA, Graphic ArtsGreeley, Colorado |