

MATT MADSEN



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EXPERIENCE

SOUTHWESTERN UNIVERSITY GEORGETOWN, TX Creative Director, 05/2021 – Present

- Ensures and oversees the proper implementation and visual integrity of the Southwestern University brand through all mediums of communication
- Executes the development and design of customized admissions recruitment campaigns, which have resulted in multiple record-setting classes
- Designed and directed a full rebrand of the Southwestern Pirates (Division III intercollegiate athletics department, including various physical facility renovations
- Served as Senior Graphic Designer (2017-21)

FREELANCE CREATIVE DIRECTION & DESIGN GEORGETOWN, TX Independent Design Professional, 12/2008 – Present

- Art directed and designed poster series for multiple University of Northern Colorado athletic events
- Rebranded the Colorado Raptors, a major league professional rugby team
- Redesigned packaging for Prefare meal kits, resulting in higher visibility and sales

HILL COUNTRY BIBLE CHURCH AUSTIN, TX Senior Graphic Designer, 06/2016 – 08/2017

- Enforced brand consistency through digital, social, and print channels
- Directed creative for a \$6.5 million capital fundraising campaign
- Art directed visual assets and collateral for recurring and special events
- Provided high quality event-specific photography
- Facilitated development of junior designers and interns

KROENKE SPORTS & ENTERTAINMENT CENTENNIAL, CO Senior Graphic Designer, 06/2014 – 06/2016

- Responsible for the production of executive-level presentation decks
- Developed and created custom visual identity and branding assets
- Executed the design of promotions for the Outdoor Sportsman Group television networks (World Fishing Network, Sportsman Channel, Outdoor Channel)
- Specialized in the development and creation of multichannel event collateral for large-scale industry trade shows and executive meetings
- Work has been featured in outdoor industry-leading publications such as Fly Fusion, Outdoor Canada, and Musky Hunter magazines as well as in publications for select teams of the National Football League

WORLDVENTURE LITTLETON, CO Print & Messaging Project Manager, 02/2010 – 06/2014

- Spearheaded the redesign of the company's brand identity system and all associated collateral including print, web, and digital/social mediums
- Responsible for overall communication implementation including corporate graphic design, social media, print, and email strategies
- Effectively streamlined and upgraded training materials while also slashing overhead production costs
- Progressed through three titles: Marketing Project Coordinator (2010-11), Public Relations Coordinator (2011-12), Print & Messaging Project Manager (2012-14)

SKILLS

Graphic Design, Art Direction, Creative Direction, Adobe CC, Photoshop, Illustrator, InDesign, Bridge, Lightroom, After Effects, Premiere, Typography, Branding/Identity Systems, Logo Design, Print Production, Web Design, Wordpress, Cinema 4D Lite, Photography, XMPie, Sketch, Adobe XD, InVision, Studio, Wireframing, Prototyping, HTML/CSS

EDUCATION

UNIVERSITY OF NORTHERN COLORADO GREELEY, CO
BA Graphic Arts, 2008