



Kinzie Madsen

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ABOUT

Multi-faceted, creative leader with skills ranging from graphic design to art direction. Self-motivated to explore new ideas within companies and rework existing concepts and practices for better results and conversion rates. Enjoys helping fellow employees reach their potential and motivating them along the way. Highly proficient in industry standard programs including InDesign, Illustrator, and Photoshop. Brainstorms with coworkers to create innovative marketing campaigns. Has taken multiple diluted brand identities and reworked them into unified recognizable brands.

EXPERIENCE

SunRiver St.George | August 2010 - Present *Senior Designer*

Took a diluted brand and unified it into one of the most recognizable brands in the area. Creates a multitude of different marketing collateral including magazine ads, billboards, online ads, brochures, booklets, etc. Created the #BucketListLiving campaign which includes creating a 50+ page publication quarterly. Has stayed motivated for 6+ years always innovating and taking the brand to new heights. Helps junior designers adhere to brand guidelines and grow in their talents and careers.

Bloomington Country Club | June 2015 - Present *In-House Designer*

Re-branded an outdated country club. Works with local social media influencers to bring younger life into the club. Organizes events with local businesses to help grow their reach as well as sell more memberships. Re-launched new website and re-branded old marketing collateral into fresh exciting pieces.

Freelance | August 2009 - Present *Marketing, Graphic Design, Web Design*

Works with a variety of clients ranging from restaurants, to cosmetic companies, to yoga studios. Helps create or update brands to be more unique, fresh, and relevant. Creates brochures, websites, and other marketing materials to help ensure success of new and old businesses.

QUALIFICATIONS

Adobe Creative Suite

Illustrator
InDesign
Photoshop

Layout Design

Branding
UI Design
Wordpress

Marketing

Social Media
Art Direction