



kinzie madsen

Multi-faceted, fashion-obsessed, branding brat with skills ranging from graphic design to art direction. Self-motivated and always exploring new ideas within companies and reworking existing concepts and practices for better results and conversion rates. Expert in industry standard programs including InDesign, Illustrator, and Photoshop. Creates campaigns and advertising pieces from the ground up including marketing strategy and direction. Has taken multiple diluted brand identities and reworked them into unified recognizable brands.

Spends most of her time designing beautiful brands in her PJs. Spends the rest of her time going to rap concerts, overeating chicken nuggets, and deciding what pair of shoes she should invest in next.

EXPERIENCE

Freelance | August 2009 - Present

Graphic and Web Designer, Social Media Manager

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 more established businesses. Manages social media accounts and overall brand direction.

Jamberry | October 2016 - December 2017

Senior Manager of Visual Direction

Re-branded a \$250 million MLM Global Beauty Company. Created a modern, stylish brand and oversaw implementation of brand, company-wide. Branded 5 global company events, creating a logo, website, collateral, and signage for each event. Art directed 30+ campaigns and product launches as well as creating launch assets (flyers, social media squares, website banners, email campaigns, etc.)

Bloomington Country Club | June 2015 - October 2016

Senior Designer

Re-branded an outdated country club. Worked 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.

SunRiver | August 2010 - October 2016

Senior Designer

Re-branded a diluted brand into one of the most recognizable brands in the state. Created a multitude of different marketing collateral including magazine ads, billboards, online ads, brochures, booklets, etc. Has been a motivated team leader and collaborator for 6+ years always innovating and taking the brand to new heights. Helps junior designers, copywriters, photographers, and social media managers adhere to brand guidelines and grow in their talents and careers within the company.

QUALIFICATIONS

+ Adobe Creative Suite

Illustrator
InDesign
Photoshop

+ Graphic Design

+ Branding

+ UI Design

+ Web Design

+ Marketing

+ Social Media

+ Art Direction

+ Layout Design

let's work together!

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check out my work!