



MADISON WOO

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EXPERIENCE

Washington Technology Industry Association (WTIA) | Digital Media Designer Seattle, WA | Nov 2016 - Present

- Create digital and print marketing materials such as infographics, flyers, and presentations that are shared to the Washington tech community and beyond
- Lead the design of event branding for WTIA's state-wide conference, FullConTech, and fundraising event, Giving Gala for 3 years and counting
- Optimize WTIA's website to fulfill marketing objectives of all WTIA teams
- Visualized digital annual reports to highlight WTIA achievements and goals
- Coordinate with vendors to produce company branded materials
- Direct all social media accounts

Graphic Designer (freelance) | Stacy Nguyen Creative, LLC Seattle, WA | Dec 2017 - Present

- Consult clients with design solutions to achieve unique marketing goals through rebranding, logo design, web design, and illustration work
- Conceptualized brand packages by producing letterheads, business cards, presentation templates, and multiple page document templates

Production Designer | T&A Supply Kent, WA | Oct 2018 - Nov 2018

- Lead the rebranding of inventory directories, brochures, and flyers to streamline the T&A Supply brand
- Designed digital pricing sheets used for email and print marketing campaigns
- Collaborated with product managers to define design requirements of all marketing materials

SKILLS

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| • Mac/Windows OS | • Vector Illustration |
| • Adobe Creative Suite (Photoshop, InDesign, Illustrator) | • Corporate branding |
| • HTML/CSS | • Event branding |
| • Wordpress | • Client relations |
| • MailChimp | • Print design |
| | • Microsoft Office |

EDUCATION

University of Washington | Seattle, WA Bachelor of Arts, Communication | Jan 2014 - Mar 2017

Seattle Central College | Seattle, WA Web Design Certificate Program | Sep 2019 - Present