Maddie Wardle

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Profile:

I´m a student graphic designer with a strong interest in creating clear, purposeful visual work. I enjoy solving design problems and constantly developing my understanding of design as a form of communication. In addition to this, I have a keen interest in branding, knowing how it all fits together in the worlds of business and marketing.

Currently gaining experience through university projects and freelance work, and eager to grow in a creative, collaborative environment where I can contribute and continue learning.

Techinical Skills:

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Figma

Procreate

Interests:

▪ Editor and designer in the student magazine, I really enjoy working with my peers to bring their written pieces to life.

▪ Bird watcher, big fan of waterfowl!

▪ Bass guitar.

▪ Video games, specifically simulation games and roguelikes.

▪ DIY, from making my own plant pots to personalising all sorts.

▪ Charity runs. I've been participating in Raceforlife every year since I was born! Not a year missed so far.

Awards and Acknowledgements:

▪ 3 time Adobe x SFCA challenge winner 2022

▪ Heathland Artworks leaflet design 2025

Work Experience:

Freelance Designer
Self-Employed Mar 2022 to Present

▪ Designed branding materials including logos, social media graphics and banners.

▪ Managed all stages of the design process, from concept development to final delivery.

▪ Delivered high-quality designs in line with deadlines and technical specifications.

Freelance Illustrator
Self-Employed Nov 2020 to May 2022

▪ Worked with content creators on the streaming platform, Twitch.

▪ Communicating with international clients to create briefs and deliver designs based on feedback.

▪ Creating unique, one of a kind emotes, adapting the style and approach for each client.

▪ Working within a specified deadline.

▪ Being recommended by a content creator with over 30,000 followers.

Education and Qualifications:

University for the Creative Arts -   2026

Bachelor`s degree Graphic Design

Barton Peveril College - A Level   2023

Graphic Communication: B

Business: C

Psychology: C

Wildern School - GCSE Art and Design   2021

(Fine Art): 9 English Literature: 7

English Language: 7

Science: 7

Maths: 5

Design and Technology: 7

History: 8

Creative Imedia: 7