

Madi Haggard

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AUGUST 2019—PRESENT Freelancer, *Madhag Design*: AUSTIN, CHICAGO, DALLAS, NEW YORK

- Logo and Icon Designs for Law firms, grocery stores, and private owned businesses.
- Create Logos, digital graphics, and large-scale painting installations tailored to individual client needs with preexisting branding.

AUGUST 2023—PRESENT Board Member, *ALGA Chicago*: CHICAGO, IL

- Collaborate with industry professionals to promote design excellence and foster a creative community.
- Contribute to strategic planning and execution of events to support local designers.

AUGUST 2021—AUGUST 2024 Graphic Design, *La Vie Style House*: DALLAS, TEXAS

- Developed seasonal branding and marketing assets for both in-store and online use, including logos, packaging, and digital graphics.
- Collaborate with design leads and external teams to ensure new campaigns that uphold and elevate the company's brand identity.
- Designed and produced product visuals and textile patterns, overseeing domestic and international material development.
- Conducted material selection, textile creation, and communication with overseas production teams to ensure quality and deadlines.
- Communicated prepress and print production between manufacturer and client.
- Interpersonal skills for team collaboration, client relations, and vendor management.

JULY 2020—AUGUST 2021 Graphic Design Intern, *La Vie Style House*: DALLAS, TEXAS

- Developed seasonal branding materials for both in-store and online use, including logos, packaging, and digital graphics.
- Collaborate with Production Designer on final design executions.
- Designed and produced product visuals and textile patterns with design call outs for overseas printing.

MAY 2020—MAY 2022 Graphic Designer, *Starla Wines*: DALLAS, TX

- Crafted visual identities, logos, and packaging designs for brand development initiatives for both in-store and digital platforms.
- Assist the Creative Director on design, presentation and photography concepts for email and digital creative.
- Developed the brands visual identity for product launch campaigns in Paris and New York fashion week.
- Create elevated email designs that are customer-focused and support the creative/business strategy.

SKILLS: Adobe Creative Suite, HTML and CSS code, Web Design, Figma, POS, Shopify, Illustration, Screen Printing, Book Binding, and Painting

EDUCATION: **MAY 2025** BA Visual Communication, *School of the Art Institute of Chicago*: CHICAGO, IL

ACHIEVEMENTS:

MAY 2025 SAIC Undergraduate Spring Exhibit, *School of the Art Institute of Chicago*: CHICAGO, IL

MAY 2025 SAIC Undergraduate VISCOM Exhibit, *School of the Art Institute of Chicago*: CHICAGO, IL

MARCH 2023 SAIC Merit Scholarship Award, *School of the Art Institute of Chicago*: CHICAGO, IL

JULY 2022 Artist Collective Show, *Nothing But Love Creations*: DALLAS, TX

MARCH 2022 Forum Gallery Spring Showcase, *Brookhaven College*: DALLAS, TX

2021 Presidents Award for Educational Achievement, *Booker T Washington HSPVA*: DALLAS, TX