**Madi Haggard**  
 Chicago, IL, 60601 •214-755-5908• madihaggard@gmail.com • [**LinkedIn**](http://www.linkedin.com/in/madhag)

**Experience**

**Madhag Design** Chicago, IL  
**Freelance Graphic Design/ Fine arts** August 2018 – Present

* Create Logos, digital graphics, and fine art installations tailored to individual client needs with pre-existing branding.
* Create logo and Icon Designs for Law firms, grocery stores, and private owned businesses.

**La Vie Style House** Dallas, Tx

**Graphic Designer** August 2021 – August 2024

* Created seasonal branding, packaging, and digital assets aligned with marketing strategy for retail and online channels.
* Collaborated cross-functionally to evolve brand identity and execute cohesive, strategy-driven campaigns.
* Led design and production of product visuals and textiles; managed global material sourcing and development.
* Oversaw print production, vendor communication, and client relations to ensure quality, consistency, and strategic alignment.

**Starla Wines** Dallas, Tx (hybrid)

**Graphic Designer** May 2020 – May 2022

* Designed visual identities, logos, and packaging for brand development across in-store and digital platforms.
* Supported Creative Director on design, presentations, and photography concepts for digital and email campaigns.
* Led visual identity development for product launches at Paris and New York Fashion Week.
* Created elevated, customer-focused email designs aligned with overall creative and business strategy.

**La Vie Style House** Dallas, Tx

**Graphic Design Intern** July 2020 – August 2021

* Created seasonal branding assets—including logos, packaging, and digital graphics—for in-store and online platforms.
* Partnered with the Production Designer to execute final designs with precision and consistency.
* Designed product visuals and textile patterns with detailed design callouts for overseas production and printing.

**Leadership**

**AIGA Chicago** Chicago, IL

**Board Member** August 2023-Present

* Collaborate with industry professionals to bring designers together and foster a creative community.
* Contribute to strategic planning and execution of events to support local designers.

**Halcyon** Dallas, Tx

**Front of House Lead** March 2024– August 2025

* Supervised daily front-of-house operations, ensuring seamless guest experiences and efficient service flow.
* Delegated tasks, and resolved customer issues with professionalism and urgency.
* Worked closely with kitchen and management teams to optimize seating, wait times, and overall service quality.

**Team Texas** Plano, Tx

**Jr. Board President** Aug 2018– Aug 2023

* Built team cohesion by mentoring younger climbers and fostering a supportive, high-performance environment.
* Coordinated training schedules, international travel logistics, and communication between athletes, coaches, and national governing bodies.
* Lead team initiatives, organizing events, and representing athlete interests in leadership meetings

**Education**

# **School of the Art Institute of Chicago** Chicago, IL

BA, Visual Communication, May 2025

**Skills**

**Technical:** Adobe Creative Suite, Figma, HTML and CSS,Web Design, POS, Shopify, Illustration, Screen Printing, Book Binding

**Language:** English, fluent

**Achievements**

**Design**: SAIC Undergraduate Spring Exhibit **2025,** VCD Annual Publication Design Finalist **2025**, Design Your Destination **2025**, Merit Scholarship Award **2023**, Nothing But Love Creations **2022**, Forum Gallery Spring Showcase **2022**

**Other**: President's Award for Educational Achievement **2018**, USA Youth World Climbing Team **2018**

**Portfolio Links**

**Portfolio:** [**https://madhag.com/**](https://madhag.com/)

**Linkedin:** [**www.linkedin.com/in/madhag**](http://www.linkedin.com/in/madhag)

**Instagram:** [**https://www.instagram.com/madhag.design/?igsh=MTh6eXM5ZjEzdXBnbQ%3D%3D&utm\_source=qr**](https://www.instagram.com/madhag.design/?igsh=MTh6eXM5ZjEzdXBnbQ%3D%3D&utm_source=qr)