

Maddie Whitaker

Graphic Design

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Summary

Recent Ball State graphic design graduate with hands-on client experience through Studio 165+. Developed project management and client communication skills creating design solutions for local businesses. Seeking an entry-level position to continue growing in a collaborative creative environment.

Experience

Program Manager & Retail Associate

Retail Associate (2023-2025) | Program Manager (April 2024-Present) in Carmel, IN

- Planned and executed artist presentation events, managing logistics from outreach to completion
- Designed event materials (signage, invitations) using Adobe Creative Suite
- Provided photography and documentation
- Selected for advisory group to address organizational challenges
- Provided customer service and product expertise as retail associate (2023-2025)

Team Lead & Graphic Designer

Spring 2024-Spring 2025 / Studio 165+ in Muncie, IN

- Led client projects from concept to delivery for local Muncie businesses
- Managed 7-person design team, coordinating workflow and ensuring on-time delivery
- Managed client communications and ensured the team adhered to project timelines
- Created complete branding package for Muncie Action Plan, from logo design to their annual report
- Presented design concepts to clients and incorporated feedback efficiently

Capabilities

Design:

Brand Identity
Editorial Design
Illustration
Layout & Typography
Motion Graphics
Print Design
UI/UX Design

Strategy:

Brand Strategy
Community-Centered Design
Project Management
User Research

Tools:

Adobe Creative Suite
(Illustrator, InDesign, Photoshop, After Effects)
Microsoft Office
Figma
Canva
Next.js / React / Tailwind

Education

Ball State University
Muncie, IN
Bachelor of Fine Arts
Graphic Design
2025