







MADISON MANALE

VISUAL DESIGNER & ILLUSTRATOR

CONTACT

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-  Portfolio

EDUCATION

Bachelor of Art, Graphic Design

Louisiana State University

Minors in Computer Science and
Digital Media Arts Engineering

May 2023

SKILLS

Professional

Visual Identity/Brand Development
Typography
Print Design and Layout
Motion Graphics and Digital Design
Data Visualization
Written and Verbal Communication

Technical

Adobe Creative Suite (Illustrator,
InDesign, Photoshop, After Effects)
Figma
HTML and CSS
Hootsuite Platform (Certification
Credential ID 15499782)
Canva
Microsoft Office Suite
Google Workspace

WORK EXPERIENCE

Graphic Designer

June 2023 - Present

Louisiana Office of Student Financial Assistance

- Design marketing materials for print such as flyers, folders, event banners, brochures, guide books, promotional giveaway items, wearable merch, calendars, signs, etc.
- Create motion graphics and advertisements for Facebook, Instagram, and X, including web ads, graphics, and reels.
- Design layouts and graphics for digital materials such as PowerPoint and Prezi presentations, infographics, newsletters, electronic magazines, and email campaigns.
- Conceive, create, and implement event branding and marketing strategies to increase awareness and attendance.

Graphic Designer/Marketing Assistant

October 2019 - May 2023

Louisiana State University Center for Academic Success

- Created graphics for social media, web, and Mailchimp email campaigns.
- Designed materials for print such as stickers, signage, handouts, calendars, and the annual report.
- Copywrote for Instagram, Facebook, and X (formerly Twitter), with copy catered to each target audience.
- Scheduled and posted to three social media channels weekly, monitoring audience feedback and mentions.
- Introduced and managed new campaigns to boost consumer engagement, leading to follower growth of over a thousand.
- Communicated and collaborated with other members of the Marketing Department to find effective creative solutions and meet brand needs.
- Photographed company events and edited photos.

PUBLICATIONS

The Curious Casebook of Katie Q. Putt

June 2021

Wagging Tales Press

Responsible for character concepts, page thumbnails, illustration drafts, and ten final black and white illustrations of multiple characters.