

MADELINE STORRAR

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EDUCATION

University of Minnesota–Twin Cities

B.F.A. :: Graphic Design
September 2014–May 2017
Dean's list recipient

SKILLS

Adobe Creative Suite

Illustrator
Photoshop
InDesign
Lightroom

Microsoft Office Suite

Powerpoint
Word
Outlook
Excel

Design

photography
Web/print design
UX design
Trade show design
Social media
Print production
Branding standards
Event planning
Advertisements

Hobbies

Outdoor enthusiast
Chicken mom
Boating
Woodworking
Cooking
Art fairs
House plants

WORK EXPERIENCE

GRAPHIC DESIGNER

Zep Vehicle Care :: May 2018–August 2019

Single-handedly designed a new 20'x30' trade show booth seen by over 9,500 attendees. Created nine handouts, three magazine ads, and five web ads to support the new campaign effort. This new trade show booth helped drive sales growth and sparked four smaller trade show re-designs.

Revamped production artwork for the car wash industry ranging from small handouts to massive car wash menus. I created over 300 new designs, 1000 plus revisions, and set up 362 files for print. This work accounted for about 70% of my daily activities and I averaged 2-7 new multi-scale designs and 8-16 revisions per day.

Worked together with a team of seven employees to plan the company's national sales meeting in less than three weeks. Designed a new advertisement campaign featuring a new brand standard and logo. Worked with venue staff to design stage layout and event space. Managed to keep the budget in-line and cut unnecessary spending by 32%.

ART DIRECTOR + GRAPHIC DESIGN INTERN

3M Design :: May 2017–September 2017

Directed a team of five coworkers to make an informational 3M Design internship recruitment video. Researched past content, held 20 interviews, wrote 3 different scripts, and art directed the film production crew. Designed corresponding handouts while following 3M brand standards.

Collaborated with 11 other interns to create a diverse range of social media content to promote 3M Design's Internship on their website and Twitter.

Worked with the 3M Running Club to design a custom "Moonlight 5K" t-shirt.

GRAPHIC DESIGN INTERN

Minnesota State Fair, Sign Shop :: June 2016–September 2017

Designed, produced, and hung over 55 varieties of signs, banners, floor, and wall graphics. Worked with multiple departments to gain approvals.

Performed under a strict time frame to make it, "The Great Minnesota Get-Together".

CERTIFIED SHOE REPRESENTATIVE

Schuler Shoes :: May 2015–August 2020

Generated over \$100,000.00 in shoe, insole, and accessory sales from Sept. 2019 – Dec. 2019 with less than 8% in returns.

Personalized, exceptional customer service for every client. Worked closely with each client to pinpoint foot pain or fitting problems.

Constantly ranked top in sales with over 10 years of experience in the shoe industry.

Collaborated with employees to find the right fit for the customer.

FREELANCE DESIGNER

Storrar Designs :: January 2015–Present

Designed fresh branding for a start-up, "Camp46", while closely working with clients to finalize designs and additional collateral.

Designed logo for "Furniture Du Nord" currently working on an e-commerce website.

Organized senior photo shoots and designed custom open house cards.