



## **Madelyn Lobb**

Graphic Designer

### **CONTACT**

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610-314-6116

### **EDUCATION**

Drexel University, 2023  
B.S. Graphic Design  
Minor in Fine Art

### **SKILLS**

Adobe Creative Suite  
Branding + Package Design  
Digital Photography  
Environmental Design  
Figma  
HTML/CSS/GSAP  
Motion Graphics + Web Design  
Publication + Book Design

### **HONORS + AWARDS**

Dean's List, Drexel University  
2020 – 2023  
A.J. Drexel Scholarship  
2019 – 2023  
Westphal Portfolio Scholarship  
2019 – 2023

### **EXPERIENCE**

**Maximalist Studios**  
Visual Assistant, 2022 – 2023

- Helped design a new website using Figma to attract a more defined audience and provide a thorough experience
- Worked with company branding to bring in and expand assets for physical and digital marketing
- Provided additional art direction with photo shoots, set design, and prop organization

**Aerie**  
Customer Service, Sales, 2017 – 2020

- Provided training for new and seasonal employees
- Created a collaborative working environment for employees
- Boosted sales and customer satisfaction through personal engagement digital marketing strategies

### **FREELANCE**

**The Franklin Institute**  
Freelance, 2023 – Present

- Assisted with refreshing marketing materials for seasonal events
- Developed and designed new assets for company branding
- Provided logo exploration and design for sub-events