

MADELINE HECKMAN

Philadelphia, PA



madeline.heckman@gmail.com



madelineheckman.net



607.765.6369

CAREER SUMMARY

Dedicated and multitalented graphic designer and illustrator with experience in marketing, publishing, and print production. Excellent communicator and collaborator working across departments to meet short deadlines with efficiency, accuracy, and innovative design.

Passionate about inclusive and engaging advertising and marketing solutions. Moonlights as a graphic novel artist.

Experience in the following:

- ♦ Email Campaign Design
- ♦ Social Media
- ♦ Photo Editing
- ♦ Brochures and Newsletters
- ♦ Posters and Events Materials
- ♦ Logo Design
- ♦ Prepress File Preparation
- ♦ Style Guides
- ♦ Creative Copywriting

EXPERIENCE

Publishing Creative Associate June 2017–April 2018

American Reading Company

- ♦ Designed high-quality books for grades K-5, competing with leading education publishers
- ♦ Developed new branding and processes to streamline the publishing process
- ♦ Supported other departments with design emergencies reliably and effectively
- ♦ Served design staff as representative to CEO to ensure employee happiness

Marketing Designer February 2016–June 2017

American Reading Company

- ♦ Successfully relaunched website with fully-updated branding and product images
- ♦ Implemented marketing campaigns that brought in dozens of new clients for FY 2019
- ♦ Collaborated with Sales to create more effective system for webinars and events marketing
- ♦ Re-vamped organizational system to increase the speed with which we could fulfill requests

Print and Design Intern June 2014–August 2014

Devilfish Ink

- ♦ Collaborated with owner and clients to design promotional materials and merchandise
- ♦ Gained experience with silk screen processes and large-format printing and finishing

SKILLS AND SOFTWARE

Adobe Creative Cloud

Microsoft Office Suite

- ♦ Photoshop
- ♦ Illustrator
- ♦ InDesign
- ♦ Bridge
- ♦ Word
- ♦ Excel
- ♦ Powerpoint
- ♦ Teams
- ♦ Mac OS and Windows
- ♦ Wacom Tablet
- ♦ Proficient in Spanish

EDUCATION

Bachelor's of Fine Arts, Illustration | Moore College of Art and Design | Philadelphia, PA