



# MADISON SWEET

GRAPHIC DESIGNER

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<https://uxfol.io/madisonsweet>

## SKILLS

### Adobe Suite

After Effects  
Illustrator  
InDesign  
Photoshop

### Wireframing/Prototyping

InVision  
Sketch

### Social Media

Facebook  
TikTok  
Instagram  
Twitter

### Web Experience

HTML Coding

## EDUCATION SUMMARY

### BA | Graphic Design | St. Edward's University

August 2018 to May 2021

Collegiate coursework included:

- Typography
- Social Design
- Visual Studies
- User Experience

### BA | Communications | Southwestern University

August 2013 to May 2017

Collegiate coursework included:

- Digital Rhetoric
- Virtual Rhetoric
- Media and Culture
- Design

## WORK EXPERIENCE

### Project Manager

Samuels Jewelers | Austin, TX

July 2018 to August 2018

- Oversaw a team of 3; managed marketing materials sent to stores and customers
- Created multiple online and brick-and-mortar marketing promotions
- Performed daily administrative operations
- Developed approved credit messaging for all marketing materials

### Marketing Coordinator

Samuels Jewelers | Austin, TX

July 2017 to July 2018

- Created multiple online and brick-and-mortar marketing promotions for 130 stores, leading to an increase of 97,000 customer subscriptions
- Managed daily administrative operations for a multi-million dollar company
- Managed and trained two interns

### Manager

Paint with Me Kimberly Keller | Georgetown, TX

August 2016 to May 2017

- Optimized Facebook and website marketing, including navigation and usability
- Managed and trained interns
- Handled daily organizational tasks, answered phones, and filed important documents

### Intern

Wichita County Court House | Wichita Falls, TX

June 2015 to August 2015

- Compiled 1000+ mailings for prospective county officials
- Handled daily clerical tasks including answering phones and filing