



Grey Eman Madain

Brand Designer & Art Director

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grey-madain.com

Education

Bachelor's in Art
CSU Northridge 2018

About me

8+ years of experience building brands from concept through launch. Experienced in brand identity, packaging, art direction, e-commerce, and marketing creative. I combine strong visual storytelling to digital design.

Key Skills

- Brand Identity
- Art Direction
- Packaging
- Brand Systems
- Digital Design
- E-commerce
- A/B Testing
- Photo Direction

Experience

Visual Designer | Golden Hippo
June 2018 - 2026

- Led the redesign of a flagship brand and developed brand identities and visual systems for 5+ internal brands.
- Directed photo shoots and developed creative assets for digital campaigns and marketing channels.
- Designed and optimized e-commerce websites through A/B testing, contributing to conversion rate improvements of 10-15% on successful initiatives.
- Partnered with brand, marketing, product, and development teams to deliver creative projects from concept through launch and support KPI achievement.

Certification

UX Experience
UCLA Extension 2025

UX Design
Google 2022

Associate Visual Designer | Golden Hippo

- Designed and maintained brand assets, supporting teams.
- Developed visual materials for ongoing brand, product, and marketing initiatives.
- Collaborated with internal stakeholders while maintaining brand consistency.

Technical

- Adobe Creative Suite
- Figma
- Klaviyo
- Asana

Freelance Designer | Loop Club
2023

- Designed email marketing campaigns focused on lead generation, customer engagement, and conversion.
- Translated campaign objectives into clear, visually engaging creative aligned with marketing goals.