Madeline Austin

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BIO

Multidisciplinary designer and art director with 12+ years of experience developing brand identities, digital experiences, and integrated campaigns for agency and in-house teams. Combines hands-on design expertise with creative leadership, translating business objectives into thoughtful, cohesive visual solutions from concept through execution. Based in Chicago, IL.

SKILLS

ART DIRECTION • DESIGN SYSTEMS • VISUAL STORYTELLING • CREATIVE LEADERSHIP • DIGITAL DESIGN • UX/UI • MOTION DESIGN

TOOLS

ADOBE CREATIVE CLOUD (INDESIGN, ILLUSTRATOR, PHOTOSHOP, AFTER EFFECTS) • FIGMA • PPT • MAILCHIMP • PROCREATE

EXPERIENCE

Senior Designer, Breakout Studio

CHICAGO, IL • 05.2022–PRESENT

- Led and presented the winning X Games website pitch, developing the creative concept for a scalable, accessible digital platform for the next generation of action sports.
- Led visual design and mentored a junior designer on digital and brand identity projects, including Techcyte's 2023 GDUSA Digital Design Award–winning website.
- Presented creative concepts and design recommendations to executive stakeholders, translating business objectives into cohesive visual strategies and digital experiences.

Art Director, BatesMeron Sweet Design

CHICAGO, IL • 04.2021–05.2022

PROMOTED FROM SENIOR DESIGNER

- Expanded creative ownership across brand identity, packaging, and integrated marketing campaigns.
- Designed Costco-specific packaging for Pita Inn hummus and developed the accompanying "Summer of Hummus" campaign, generating demand that prompted Costco to double its order.

Art Director, Rocky Mountain College of Art + Design

DENVER, CO • 10.2016–04.2021

PROMOTED FROM GRAPHIC DESIGNER

- Partnered with executive leadership on marketing initiatives aligned with enrollment goals, contributing to increased inquiries, enrollment, and event attendance.
- Audited marketing operations and presented recommendations to the incoming president, identifying opportunities to reduce production costs through automated messaging and streamlined workflows.
- Created four annual visual identities for the Visiting Artist series and led integrated campaigns, supporting increased ticket sales and event participation, including during COVID-19.

Graphic Designer, OHBON Fashion Design

DENVER, CO • 11.2015–06.2016

- Redesigned the e-commerce website, improving navigation and reducing bounce rates while managing UX, product photography, content creation, and ongoing optimization.

Graphic Designer, Layer Cake Creative

DENVER, CO • 07.2015–11.2015

- Designed websites, proposals, and trade show materials for engineering, construction and interior design clients like Kiewit and the American Society for Interior Designers.

Graphic Designer & Community Manager, Idea Booth

CHICAGO, IL • 06.2014–06.2015

PROMOTED FROM GRAPHIC DESIGN INTERN

- Developed brand identities, websites, and digital advertising for consumer food and beverage clients, including Connie's Pizza and Turano Baking Company.

Graphic Design Intern, McDill Design

MILWAUKEE, WI • 02.2014–05.2014

Programs Assistant for Publications Design, Marquette University

MILWAUKEE, WI • 08.2013–05.2014

EDUCATION

BACHELOR OF ARTS (B.A.) IN ADVERTISING, MARQUETTE UNIVERSITY — MILWAUKEE, WI • 08.2010–05.2014