

Madelynn Hicks

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EDUCATION

THE UNIVERSITY OF CINCINNATI

Bachelor of Science in Industrial Design
College of Design, Architecture, Art, and Planning (DAAP)
Dean's List 2019-2024

Cincinnati, OH
Sep 2019 - Apr 2024

ACCADEMIA ITALIANA

Studio coursework in product design, including packaging design and digital 3D modeling

Florence, Italy
Aug - Dec 2022

WORK EXPERIENCE

MADDIE JEAN DESIGN

Freelance Book Cover & Graphic Designer

Cincinnati, OH
Aug 2024 – Present

- Design original book covers for independent authors, creating market-aware concepts that communicate each story's tone, genre, and audience.
- Manage cover design projects from creative brief through final print-ready and digital deliverables.
- Provide creative services including branding, web design, marketing collateral, and print design for a diverse range of freelance clients
- Manage client relationships, project timelines, and scope independently

RIPPLE JUNCTION

Accessories and Packaging Designer

West Chester Township, OH
Aug – Dec 2023

- Contributed as a full-time design co-op on the Accessories Team, supporting development of licensed consumer products distributed through national retail channels
- Designed production-ready artwork for licensed pop culture brands, working within established brand guidelines and approved asset libraries
- Applied licensed graphics across accessory and packaging formats, ensuring compliance with licensing standards
- Developed detailed tech packs and product CADs to support manufacturing and vendor communication
- Executed iterative revisions in response to licensor and retail feedback
- Assisted in prototyping and sample evaluation to ensure quality, feasibility, and brand consistency

VADA GALLERY

Gallery Assistant and Curator

Cincinnati, OH
May 2023 – Jun 2024

- Curated and executed the exhibition *Into An Abstract Summer*, overseeing spatial planning, and visual narrative development
- Directed gallery installation, ensuring cohesive spatial composition and aesthetic alignment
- Advised clients on artwork selection, facilitating sales and contributing to gallery revenue

SOUTH BEND WOODWORKS

Product Designer

South Bend, IN
May – Aug 2022

- Designed and developed products for the children's and game lines, contributing from concept generation through production readiness
- Created manufacturable designs for wood homegoods, educational toys, and tabletop gaming, balancing play value, safety standards, durability, and production constraints
- Produced technical files and 3D models using Fusion 360, Aspire, Illustrator, Photoshop, and Lightburn to support fabrication and production
- Collaborated with marketing and production teams to support product launches and campaign strategy
- Represented the brand at industry conventions, engaging directly with target consumers to gather feedback and support Kickstarter campaign promotion

TECHNICAL SKILLS

DESIGN & VISUAL SOFTWARE

Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma, Framer

3D MODELING & RENDERING

Autodesk Fusion 360, Rhinoceros 3D, Blender, KeyShot

DIGITAL SKETCHING

Procreate, Sketchbook Pro

FABRICATION & PRODUCTION

CNC Milling, Laser Cutting (LightBurn, Aspire)

PRODUCTIVITY & PRESENTATION

Microsoft Office (Word, PowerPoint, Excel), Google Workspace

DESIGN COMPETENCIES

Design Strategy, Systems Thinking, Human-Centered Design, Trend Forecasting, Design Research and User Insight, Problem Framing and Opportunity Mapping, User Experience (UX) Strategy, Information Architecture, User Flows and Journey Mapping, Wireframing (Low and High-Fidelity), User Interface (UI) Design, Responsive Web Design, Visual Hierarchy, CMS Structuring, Cross-Functional Collaboration, Brand Identity Development, Visual Systems, Typography and Layout Systems, Cover Concept Development, Narrative-Driven Design, Visual Storytelling, Market and Audience Positioning, Packaging Design, Tech Pack Development, CAD Drafting, Material Exploration, Physical Prototyping and Model Making, Hand Sketching and Rendering, Print Production and Color Management, Image Curation and Licensing Awareness, Fine Arts Foundation