Grey Eman Madain

Designer & Art Director

Phone: (747) 200-7040
Email:greymadain@gmail.com
grey-madain.com

Education

Bachelor's in Art
CSU Northridge 2018

Key Skills

- Brand Identity
- Art Direction
- Packaging + Print
- Brand Systems
- Digital Design
- E-commerce
- A/B Testing
- Team Mentorship

Certification

UX Experience
UCLA Extension 2025

UX Design
Google 2022

Technical

- Adobe Creative Suite
- Figma
- Klaviyo
- Asana
- Atlassian
- AI-Assisted Tools

About me

Designer & Art Director in Los Angeles with 8+ years in branding, packaging, email, and e-commerce design for wellness and outdoor brands, supporting brands generating $600M+ annually. I pair strong visual storytelling with conversion-focused design.

Experience

Art Director & Designer | CAMPY
July 2026

Outdoor Collective

- Leading a brand redesign, building an identity rooted in belonging.
- Creating a unified visual language across every touchpoint, from marketing to partner outreach.

Visual Designer | Golden Hippo
June 2018 - 2026

Health & Wellness DTC company

- Led a flagship brand redesign and built identities and visual systems, from creative brief to launch, for 5+ health and wellness brands.
- Art directed photo shoots, working with photographers, and produced creative for digital campaigns and marketing channels.
- Designed and optimized digital experiences through A/B testing, lifting conversion 10-15% on winning tests.
- Contributed design work to tens of millions in revenue across brands.
- Partnered with internal teams to deliver creative direction & cross-collaboration from concept to launch.

Freelance Designer | Loop Club
2023

- Designed email campaigns focused on lead generation, engagement, and conversion.
- Translated campaign goals into clear, on-brand creative.