

Madeline Geffenwood

art director
& designer

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work

AMAZON

senior art director • 7/2024–4/2026

art director • 10/2021–7/2024

Led branding, integrated campaigns, and cross-brand photo and video productions across North America and Europe for Amazon Transportation, in addition to directing other creatives and agency partners from concept through delivery

WHOLE FOODS MARKET • designer

Art direction and design for integrated campaigns across print and digital, leading photoshoots
11/2019–10/2021

NORDSTROM, BEAUTY • designer

Strategy and design for Anniversary & Holiday campaigns, executing 4–6 projects at once to create in-store displays
4/2019–11/2019

LINKEDIN • art direction/design intern

Ideated, pitched, and executed four campaigns
6/2018–9/2018

THIRD EAR • art direction intern

Clients: MLB, Major League Soccer, M&Ms, Twix, Snickers, Northgate Gonzalez Market
1/2018–3/2018

SIPS BY • creative intern

Created content for paid social media campaigns
10/2017–12/2017

education

THE UNIVERSITY OF TEXAS
AT AUSTIN, 2018

B.S. Advertising, Texas Creative
Chemistry minor

IES MADRID, 2017
Madrid, Spain

skills

Adobe Creative Suite
Figma
Art direction
Ideation
Copywriting
Photography
Illustration
Social media strategy
Conversational Spanish
Staring contests

awards

Amazon team awards 2024:
The Long Hauler—For championing high creative standards throughout a complex project
The Ember—Recognizing fire ideas
Austin ADDY 2019
Texas Creative 2018: typography, writing & art direction, & AD/CW duo
3% Conference Adobe Scholar 2017